The National Underwriter

A WEEKLY NEWSPAPER OF INSURANCE

THURSDAY, JANUARY 17, 1929



America's Fastest Growing Crime

The forging of checks has been referred to as "America's Fastest Growing Crime."

Conservative figures show that over one hundred million dollars are lost annually through check forgery.

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115 BROADWAY, NEW YORK

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In a Great City

The Frank H. Davis Agency

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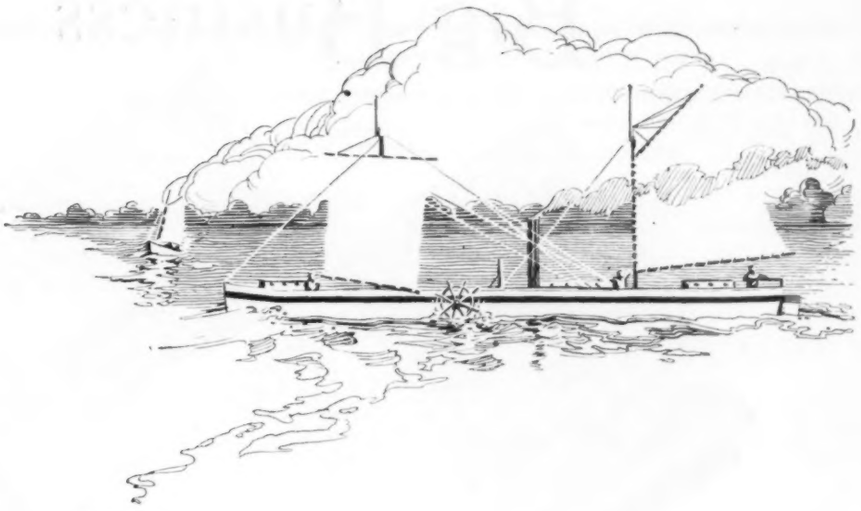
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THE NATIONAL UNDERWRITER. Published weekly by The National Underwriter Company. Office of publication, 175 W. Jackson Blvd., Chicago, Ill. Thirty-third year. No. 3. Thursday, January 17, 1929. $4.00 a year, 20 cents per copy. Entered as second-class matter April 28, 1928, at post office at Chicago, Illinois, under act of March 3, 1879.



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Reproduced here is the first announcement to appear in Nation's Business—the official publication of the United States Chamber of Commerce.

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This advertising will create even greater acquaintance with Agricultural agents and Agricultural policies. Use it to your own advantage. If you want proofs to mail to prospects, we will gladly supply them.

Here are some of the policies offered by the Agricultural:

Fire · Parcel Post
Automobile · Marine
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Rent and Leasehold
Windstorm · Floaters
Sprinkler Leakage
Registered Mail
Transit · Earthquake
Tourists' Baggage
Explosion and Riot
Aircraft Damage



Agricultural
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The National Underwriter

Thirty-Third Year No. 3 CHICAGO, CINCINNATI, NEW YORK AND SAN FRANCISCO, THURSDAY, JANUARY 17, 1929 $4.00 Per Year, 20 Cents a Copy

UNDERWRITING PROFIT SEEN IN EARLY FIGURES

American Companies Also Have Done Well in Investment Departments

PREMIUM INCOME DROPS

Mutual and Non-Affiliated Competition Is Felt by Conference Stock Insurers

NEW YORK, Jan. 16.—Such advance figures of fire insurance companies as are available thus far evidence what was generally expected, a fair profit as a result of 1928 underwriting operations, and, so far as the American companies are concerned, a substantial appreciation in security values, the combination making for market net surplus gains. The British companies, ultra conservative in the character of their investments, and confining their holdings largely to gilt-edge state and municipal bonds, are dependent in large measure on their underwriting to score profit returns, and hence will not show the large surplus increases that may be expected from many of the domestic institutions.

The majority of companies tell the same story of premium reduction. Here and there a company by virtue of some particular circumstance forged ahead and to a considerable degree in this direction; but instances of this kind are rare, and are the exception that serves to accentuate the rule.

Reasons for Decline Understood

Those who have given thought to field conditions fully understand the several reasons for the falling off in individual office income, and were prepared for the records now being made up. It was conceded months ago that the peak of fire insurance premiums in the United States had been reached, and that henceforward there would be little or no gain in volume from the standard fire lines. Such increases as might occur would have to come through the development of new classes of business.

The primary cause for the cessation of new income has been the marked growth in fireproof or semi-fireproof mercantile and industrial buildings. At one time it was conceded that New York City contained fully 50 percent of all of the fireproof buildings of the country. This no longer holds, for with the steady increase in land values in all of our cities, not alone those of first rank, the fireproof and semi-fireproof type of structure is now to be found in steadily increasing number. The chain store idea has gained immense popularity in late years, and institutions of this type, or many of them, now erect their own buildings, and along lines far more enduring than the older class of structures which they generally replaced.

What is true of mercantile buildings holds as a rule with respect to public halls, municipal building ordinances as well as good business policy dictating that such structures be of a type that will not endanger life or menace property. As a consequence of this markedly superior type of building, the rates thereon range anywhere from 15 to 50 cents, as against the from 1 to 2 percent charged for the structures they replaced. Here, then, we have the companies carrying the same liability at a greatly reduced premium income. And the process may be expected to continue, for with the growing scarcity of lumber and its steady increase in price, the initial cost of frame building is not appreciably lower than that of brick, and over a 10-year spread, maintenance and insurance considered, is higher. The trend toward superior building, now in full swing, may thus properly be considered as a definite construction policy the country over.

The changed methods of merchandising, the swing away from the individual merchant to the chain store system, is another important factor in fire premium reduction, for properties of the latter class are written under general covers and at lower rates than those specifically charged.

Mutual Competition Is Factor

Another force that cannot be ignored by the stock companies is the competition of the mutuals, both the small town and the general writing concerns of this character forging ahead steadily,

(CONTINUED ON PAGE 48)

TWO NEW COMPANIES HAVE BEEN LICENSED

ALLIED WITH STUYVESANT

American Home Fire and the American Constitution of New York Will Soon Start

NEW YORK, Jan. 16.—Two new fire companies of this city just licensed to begin business by the insurance department, are the American Home Fire and the American Constitution, each possessing a paid in capital of $1,000,000 and a net surplus of $1,500,00. The officers and directors of the two corporations are identical; the executive staff being: President, J. S. Frelinghuysen; Vice-Presidents, H. Edward Bilkey and W. F. Watson; Secretay, W. F. Diefenbach. All hold like positions with the Stuyvesant. The new organizations which will write fire, marine, automobile and allied lines, have entered into managerial contracts with the J. S. Frelinghuysen general agency.

Globe & Rutgers Interested

Long in successful operation the Globe & Rutgers holds 21,5000 shares out of a total issue of 50,000 shares in each company, the tie up between it and the Frelinghuysen agency companies, proving an excellent asset. E. C. Jameson, president of the Globe & Rutgers, is a director of the American Home and of the American Constitution, as is also Charles E. Rollins, Jr., of the Rollins, Burdick, Hunter Company of Chicago. It is expected the new entrants will begin writing lines as soon as policies be printed and other details concluded.

CHICAGO SCAFFOLD FIRE RAISES SERIOUS PROBLEM

SOME NEEDS POINTED OUT

Standpipes and Night Elevator Service In Buildings Under Construction Would Cut Losses

Erection of tall buildings necessitates expert work on part of fire departments, as now and then firemen are called upon to encounter a stiff blaze high up in the structure. For instance, last Sunday night in Chicago, when the mercury was nine below zero, fire broke out in the tower of the new Foreman National Bank building, a 42-story structure. It was caused by an overturned salamander. The firemen had to carry the hose up the steel stairways from story to story. The tower from the 34th story up was ablaze at one time owing to the amount of scaffolding in it.

Elevator Service Needed

The New York City building code makes mandatory the erection and maintenance of a standpipe as work on a building under construction progresses. The Chicago code does not, and for this reason the maintenance or non-maintenance of a standpipe is reflected in the rates through the Chicago Board.

Not only does lack of a standpipe hamper firemen in fighting a high blaze —where such lack is present—but lack of night elevator or hoist service in a building under construction also hampers them. Even if the firemen carry hose up stairways in relays, the work is so gruelling that the men are likely to arrive at the blaze wearied with the work and therefore inefficient. In the case of the Foreman bank tower fire in Chicago the firemen did able work and, so far as is known at present, prevented what might have been a serious loss on steel members.

Night Service Needed

Maintenance of night elevator or hoist service presents practical difficulties. If such service were made available it probably would involve keeping an engineer on the job all night every night until the permanent standpipe and elevators became operative. But such service would greatly reduce the manual labor of the firemen and also would speed their arrival at the blaze, and would prevent possible heavy losses.

New York Suffers

New York has had several serious fires—some of them developing large losses—in buildings under construction. The most spectacular and costly in 1928 was the blaze in the tower of the Sherry-Netherlands hotel. Recently a large church being erected in New York burned, with heavy loss. Another such blaze was the one that started in the Woolworth Tower on the 55th floor. This, so far as is known, is the height record for a fire.

Even the best equipped fire departments have not the apparatus to combat successfully from the ground a fire higher than eight stories. In Chicago, eight stories is the maximum height allowable without an extra rate charge for non-maintenance of a standpipe.

ACTION ON AUTOMOBILE SITUATION EXPECTED

Conferences in East Probably Will Soon Result in Definite Plan

SPECIAL SESSION HELD

Eastern Conference Will Meet to Discuss and Probably Adopt Reform Program

NEW YORK, Jan. 16.—Before the present week comes to an end definite action will doubtless have been taken with respect to the automobile fire insurance situation in the east, just now in a chaotic state. Meetings by various committees have been held almost daily, with the result that at the special gathering of the Eastern Automobile Underwriters Conference now in session here a definite reformative program will be considered and, it is confidently expected, approved.

The call for the meeting, issued under the direction of President R. P. Barbour advises that the report to be offered by the executive committee will deal with the following broad propositions: "Rules governing qualifications of and compensation to representatives; rate levels for the ensuing year; proposed regulations looking toward a more effective and useful organization." Each member has been supplied with a copy of the agenda and the proposed rule changes, thus affording opportunity for their careful consideration in advance of floor discussions. The importance of the gathering may be inferred from the statement in the concluding paragraph of the call, that "it may determine whether this conference shall continue under such program as may there be adopted or shall disband."

Disbanding Not Expected

While the possibility of disbanding the conference is recognized, few company officials are willing to concede its probability, feeling rather that the unwisdom of such procedure is generallv appreciated and that the outcome of the gathering today will be a decision cordially to support the constructive program of the executive committee and use every possible means to make it effective.

It is rcognized that should the eastern conference collapse, a mad and wholly uncontrolled scramble for automobile business would result, and the demoralization would not be confined to the eastern field, but would speedily spread to other sections of the country, and general chaos would result. Bidding for automobile lines would have a direct effect upon the closely allied general fire business, and what the end would be no one could safely predict. It is certain, however, that the experience would prove a costly one for all concerned and years might elapse before stable conditions were again brought about. That

(CONTINUED ON PAGE 48)

CONFERENCE OFFICES RESTIVE AT COMPETITION

THEIR BUSINESS AFFECTED

Outside Companies Writing Automobile Insurance Are Driving Wedges Farther Into Local Agencies

Undoubtedly many companies writing automobile business are becoming restive in all sections because of the activities of the non-conference companies. It so happens that automobile insurance is not controlled by the big company organizations. Therefore, it is found that in some cases companies belong to organizations for fire lines and then become free lances in the automobile field. These companies usually pay about 5 percent more commission than the regular companies and they give concessions in rates for fleets, dealers' policies, and the like. They have a distinct advantage in this regard.

Demand More Fire Business

What is more dangerous is the demand that these companies are now making that in consideration for the extras allowed on automobile business, agents shall give them more of their fire and tornado business. Thus companies find that their regular business is being eaten into by the automobile departments. The companies that have made a study of their automobile operations last year find to their dismay that outside competitors are making more inroads. There are now more specialty automobile companies organized on the stock basis. Some of these are bidding strong for business and paying more than the conference companies. The conference companies are very restless. There is a demand from many quarters that company organizations assume jurisdiction over the automobile business, placing companies on the same basis as they do in the fire lines.

DETROIT BOARD'S ELECTION

Local Agents of Motor City Select Board of Directors, Who Will Name Officers Later

DETROIT, Jan. 16.—Members of the Detroit Association of Insurance Agents elected a board of directors at the annual meeting last night instead of a slate of officers, as had been done formerly. The directors later will choose officers from among their number.

Those elected to serve two year terms were: W. A. Doyle of W. A. Doyle & Co., Leo K. Hennes, John L. Dickinson of the Dickinson Insurance Agency and J. Alfred Grow of Homer Warren & Co. Those to serve three year terms were George J. Lieber of the Freese Agency, Oscar J. Bayer and Pearce Bland of the Cadillac Insurance Agency.

More than 150 attended. The affair began with a banquet and extended into the late hours, with a program of speeches, songs and entertainment.

Present officers of the association are: W. A. Doyle, president; J. A. Grow, vice-president; Theo. J. Hennes, secretary, and O. J. Bayer, treasurer. Theo. J. Hennes, although not a member of the new board of directors, will continue to serve as secretary, it was anticipated.

Robertson on Western Trip

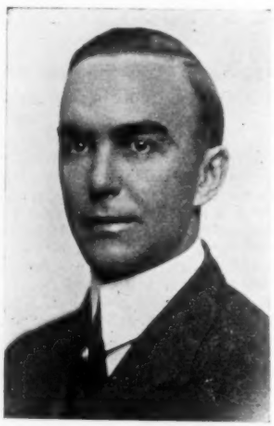
Norman T. Robertson of New York City, president of the new Germanic Fire, left New York Friday on an agency trip. He was in Chicago for a day or so and then went on to the Pacific Coast. He is now organizing the field, appointing special agents and making connections. The Germanic Fire has just moved into new offices in the Chanin building, 122 East 42nd street, New York.

L. C. STOREY TO TAKE NEW YORK POSITION

GOES TO STUYVESANT GROUP

Will Soon Join the Underwriting Department, Working With Vice-President William F. Watson

NEW YORK, Jan. 16.—When released from his present connection with the Hartford Fire as its state adjuster for Ohio, L. C. Storey will assume a responsible post with the J. S. Frelinghuysen companies of this city of which



L. C. STOREY

his long time friend W. F. Watson is vice-president.

Mr. Storey has had extended and valuable experience in the fire business, having started years ago as an office boy in the western department of the Hartford, subsequently becoming its state agent in Nebraska. Later he assumed a like connection with the Great American which he resigned to become assistant manager of the western department of the Westchester. He returned to the service of the Hartford several years ago and will now come east.

WEST VIRGINIA MEN IN ANNUAL MEETING

WRIGHT IS THE PRESIDENT

Officers Were Elected and New Executive Committee Men Named—A. J. Ruth Is Chairman

At the annual meeting of the West Virginia Fire Underwriters Association C. C. Wright of the St. Paul F. & M. was elected president; R. B. Miller, Automobile, vice-pesident; A. S. Whiteley, secretary and treasurer. The new executive committee are F. J. Vaughn, Phoenix of Hartford; J. E. Tetlow, Jr., Fireman's Fund; A. J. Ruth, Fire Association; E. C. Douglass, North America; R. E. Mullen, National of Hartford. Holdovers on the executive committee are J. R. Morrisey, Hartford; O. P. Sachs, Sun; Robert E. Burns, Security. A. J. Ruth is chairman of the executive committee.

NEW OFFICIAL LINEUP IN COMMISSIONERS' CONVENTION

Announcement was made this week by Col. Joseph Button of Virginia, secretary of the National Convention of Insurance Commissioners, that the executive committee of that body has elevated Commissioner Howard P. Dunham of Connecticut from second vice-president to first vice-president, succeeding James A. Beha of New York, who resigned recently as commissioner for that state. Clarence C. Wysong of Indiana becomes second vice-president. Clare E. Lee of Oregon was elected to the executive committee to fill the vacancy caused by the promotion of Commissioner Wysong, who now becomes ex-officio member of the committee. C. D. Livingston of Michigan goes on the executive committee, succeeding W. C. Safford, Ohio commissioner, who resigned that office Dec. 15.

COMPANIES ARE EAGER THAT COST QUARREL END

RATE WAR IS DISTURBING

While Two Offices Row Over Proper Charge for Personal Effects Floater, Others Express Regret

Although the offices not directly concerned in the war over rates for the all-risks personal effects policy issued by the inland marine writing companies are disturbed over the fight, for the present they are merely waiting what shall be, with the conference offices taking only at conference rates whatever business is offered. Many inland marine men of Chicago, to which the war is for the present almost exclusively confined, express regret, tinged with misgivings, that such a quarrel should have been precipitated and are hopeful that it shall be short lived.

Form Is Criticized

On Jan. 1 the conference companies issued an all-risks personal effects form covering world-wide at a rate of 3 percent and with 100 percent blanket coverage on jewelry. This, the non-conference offices contend, is an improper form because of the hazards involved in jewelry insurance. In an effort to protect its business, one large non-conference office cut the rate to 1½ percent, but retained the old 25 percent jewelry deduction, contending that it is suicidal to cover jewelry 100 percent. This move led to the reduction of the rate by a large conference office to 1 percent, with the 25 percent jewelry deduction. The non-conference office says it will not write the form wide open on jewelry "if it has to reduce the rate to ½ percent to protect itself."

The principal fear expressed by those offices that are among the onlookers is that the insuring public will lose confidence in the business as a result of the war. One office quotes one rate for a specified cover, and another quotes another rate, also for a specified cover, but a cover different from that offered by the first office. The only result for the prospect is confusion and doubt.

At a meeting held in New York on Wednesday this week a policy form acceptable to the conflicting interests was discussed. It is generally believed it will be adopted and that the conflict will thus be ended.

CONDENSED NEWS OF THE WEEK

Advance figures indicate that the stock fire companies made a fair underwriting profit in 1928. **Page 3**

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Definite action on automobile situation in the east is expected soon. **Page 3**

* * *

Fire in building under construction in Chicago raises some practical fire fighting and loss prevention problems. **Page 3**

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T. A. Pettigrew, assistant general manager of the Underwriters Adjusting Company of Chicago, becomes manager, succeeding Clarence A. Rich, who goes with the Fire Insurance Company of Chicago as secretary. **Page 8**

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The Fire Insurance Company of Chicago announces the appointment of S. M. Buck, D. Maury Pollard and Clarence A. Rich as secretaries. **Page 5**

* * *

The annual meeting of the Ohio Farmers was held this week at its home office in Leroy, O. **Page 21**

* * *

Non-conference companies writing automobile business that belong to regular fire organizations are causing uneasiness by their bidding for automobile business. **Page 4**

* * *

The Atlantic Fire & Marine is being organized by the Pennsylvania Indemnity. **Page 18**

* * *

Neale-Phypers Company of Cleveland will manage the new North & South Insurance Company with local offices in Chicago. **Page 10**

* * *

Wisconsin industrial commission holds hearing regarding disease and fire prevention in paint spraying factories. **Page 47**

United States Supreme Court rules against Fireman's of Newark in case involving stock holdings in others insurance companies. **Page 5**

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O. B. Ryon addresses Illinois Blue Goose on National Board advertising campaign. **Page 16**

* * *

L. C. Storey, Ohio state adjuster for the Hartford Fire, resigns to become connected with the J. S. Frelinghuysen company of New York. **Page 4**

* * *

The American Home Fire and American Constitution have been licensed in New York City, being allied with the Stuyvesant. **Page 3**

* * *

C. C. Wright of the St. Paul Fire & Marine has been elected president of the West Virginia Fire Underwriters Association. **Page 4**

* * *

W. J. Comas, United States manager of the Queensland, is appointed inspector for North America, embracing both the United States and Canada. **Page 12**

* * *

Metropolitan Life's comment on influenza epidemic. **Page 41**

* * *

Edson S. Lott endorses the model bill formulated by the American Automobile Association in a talk on automobile compensation insurance. **Page 41**

* * *

Bill modifying Massachusetts' automobile compulsory law has been filed. **Page 41**

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Blackwell & Douglass, western managers of the Constitution Indemnity, expand their field staff. **Page 42**

* * *

John W. Downs, general counsel of Massachusetts Insurance Federation, criticizes Goodwin plan for state automobile fund. **Page 43**

NEW JERSEY INSURANCE STOCKS ARE ACTIVE

NEWARK, N. J., Jan. 16.—Stocks of insurance companies continue to attract the attention of investors, numerous sales being recorded by brokerage houses during the past week. On active buying stock of the Public Fire advanced four points, while gains were made by the Camden Fire. The latest bid figures for the different companies were as here given:

	Par Value	Bid
American	$ 5.00	31¾
Ajax	5.00	18
Bankers Indemnity	5.00	24
Commercial Casualty	10.00	52
Camden Fire	5.00	34½
Eagle Fire	20.00	90
Firemen's	10.00	46
Essex Fire	5.00	14
Independence Bonding	5.00	5
Jefferson Fire	5.00	10
Essex Fidelity and Pl. Gl.	2.50	7
Merchants and Manufac.	5.00	23
National Guaranty	5.00	9
New Brunswick	10.00	52
New Jersey	20.00	68
Public Fire	5.00	39
Reliance Casualty	5.00	11¾
Sussex Fire	2.50	11

North America's Extra Dividend

An extra dividend of 50 cents a share has been declared by the North America.

THREE SECRETARIES TO BE UNDERWRITERS

Official Lineup of the New Fire Insurance Company of Chicago

LETTON IS AT THE HEAD

S. M. Buck, Clarence A. Rich and D. M. Pollard Will Be in the Official Family

President Harold W. Letton of the Fire Insurance Company of Chicago, which is now in process of organization with $2,000,000 capital and $3,000,000 surplus, announces the appointment of S. M. Buck, D. Maury Pollard and Clarence A. Rich as secretaries. Mr. Buck has been manager of the Transcontinental, a member of the National of Hartford group. Mr. Pollard is executive special agent of the Netherlands for the southwestern states. Mr. Rich is general manager of the Underwriters Adjusting Company of Chicago.

The three secretaries will be in charge of underwriting units. It is interesting to note that in the Letton organization, Mr. Rich and Mr. Buck, who were formerly associated with the National of Hartford, have come together again. The new company will be a member of the Western Insurance Bureau, operating with the Netherlands, of which Mr. Letton is United States manager.

S. M. Buck's Career

S. M. Buck up to Jan. 1 was manager of the Transcontinental. Before that he was agency superintendent in the home office of the National Fire in charge of business in Canada and middle Atlantic states. Prior to that he was state agent in Virginia. He was formerly state agent of the National group in Texas, his native state. He is one of the outstanding younger underwriters of the country, being 43 years of age.

D. Maury Pollard

D. Maury Pollard is a member of the famous Texas fire insurance family which has been identified with the business since his father, Captain R. L. Pollard, became state agent for Trezevant & Cochran, many years ago. The senior Pollard later served under Governor Culbertson as deputy insurance commissioner and was recognized as an outstanding fire insurance authority, with loss adjustments his particular forte, he having been on the ground handling losses after the San Francisco fire in 1906. Both his sons grew up in the insurance business, the older, R. L. Pollard, Jr. being Texas state agent for the National Union at the time of his death. D. Maury Pollard was engaged in local and state agency field work before becoming state agent for the Prussian National and the Netherlands, and was later made executive special agent for the southeastern states of the Letton organization. His son, D. M. Pollard, Jr., is also in the fire insurance business, being a member of the fire insurance department of the Texas insurance commission.

Clarence A. Rich

Clarence A. Rich is the present general manager of the Underwriters Adjusting Company in Chicago. For many years he has held a prominent place in the fire insurance business. He went with the Underwriters Adjusting Company as general manager in September, 1922, and under his leadership it has made rapid progress, being at present in a most flourishing condition. Prior to his going to Chicago Mr. Rich was for many years New York state agent for the National of Hartford, leaving to become a partner in the Armstrong-Roth-Cady agency in Buffalo. Mr. Rich leaves his organization with the cordial good wishes of the officials for success in his new position.

C. F. Smallwood will be treasurer of the Letton organization, with which he has been associated as treasurer and assistant manager for 36 years, having come from the old Phenix of Brooklyn.

W. B. Reardon for the past year has been executive special agent for the Letton organization and will continue in that capacity, and before that was executive special agent of the middle west for the Camden.

W. K. O'Connor will be superintendent of the automobile department, as heretofore, and G. L. Minster will be general adjuster, being one of the outstanding adjusters of the middle west. In addition President Letton will have two assistants: Charles J. Meyer, for 12 years chief statistician of Marsh & McLennan, and J. Riedel, who has been secretary to several leading financiers in Chicago.

GIBERSON GIVES SOME PERCENTAGES

THE Giberson Insurance Agency of Alton, Ill., has made up its comparative statement of expense percentages and distribution of premiums by classes for last year, compared with the two previous years. J. H. Giberson keeps a careful analysis of his business, the results being interesting to all. It is:

Expense Percentage Statement

	1928	1927	1926
Salaries	.0551	.0595	.0414
Rent, light and heat	.0067	.0072	.0094
Advertising	.0038	.0037	.0059
Postage, telegrams and telephone	.003	.0032	.0033
Auto expense, including insurance	.0091	.0076	.0106
Traveling expense, dues and subscriptions	.006	.0059	.0044
Profit and loss	.0037	.0026	Not Inc.
Depreciation	.0067	.0057	.009
Office stationery and supplies	.0037	.0024	.0022
General expense	.0042	.0045	.0043
Brokers and sub-agents	.022	.019	.018
	.124	.1213	.109

Percentage Distribution of Premiums by Classes

	1928	1927	1926		1928	1927	1926
Fire	.28	.315	.355	Comp. and Liab.	.186	.127	.08
Tornado	.063	.081	.055	Bonds	.026	.024	.02
Plate glass	.007	.007	.005	Life	.061	.072	.075
Burglary	.019	.023	.02	Miscellaneous	.036	.032	.015
Automobile	.257	.243	.265		100%	100%	100%
Personal Accident	.065	.076	.11				

Milwaukee Mechanics Deal Assured

MILWAUKEE, Jan. 16.—Enough shares have been turned in by stockholders of the Milwaukee Mechanics to consummate the deal with the Firemen's, which recently acquired the Milwaukee Mechanics, according to Charles H. Yunker, president of the Milwaukee Mechanics. Mr. Yunker did not care to give out the exact percentage of the stock which had been turned in by the stockholders.

SUPREME COURT RULES AGAINST FIREMEN'S

Case Brought by Superintendent Beha Is Decided One Week After Argument

INVOLVES INVESTMENTS

Company's Stock Holdings in Other Carriers Held to Be in Violation of Empire State Law

Following by only a week the argument in the case brought against the Firemen's of Newark by Superintendent Beha of New York, the United States Supreme Court this week upheld the lower courts and the state of New York against the company. The case grew out of the charge that because the Firemen's hold more than 50 percent of its net surplus in the stock of other insurance companies, in violation of the New York law, its New York license should be canceled. The Firemen's held that since in its investments it adhered to the laws of its home state, New Jersey, it should be considered not in violation in other states.

Arguments Heard Jan. 7

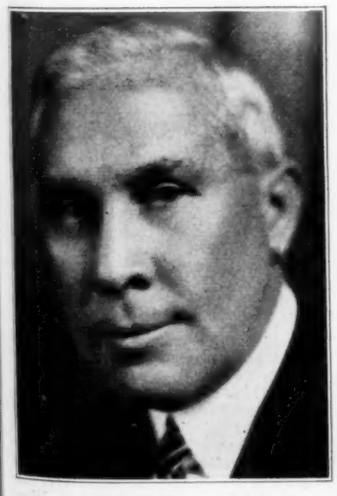
Arguments before the supreme court were heard Jan. 7. The Firemen's contended that by invading the rights of other states, the New York law, as construed and applied by Mr. Beha, violated the federal constitution. It held further that since its investments were not of a kind forbidden to domestic companies in New York, and that even if they were, the New York superintendent was without statutory warrant in extending the prohibition to an admitted foreign company.

Superintendent Beha, who since the Firemen's case opened has been succeeded as head of the New York department, refused to reissue the company's license when it came up for renewal in 1927. Thereupon the Firemen's brought suit to obtain an order restraining him from refusing the license. The court of jurisdiction in New York state refused to issue the order and the Firemen's appealed to the supreme court.

Under the ruling just made the Fire-

(CONTINUED ON PAGE 50)

OFFICIALS OF THE FIRE INSURANCE COMPANY OF CHICAGO



HAROLD W. LETTON
President



CLARENCE A. RICH
Secretary



S. M. BUCK
Secretary



D. MAURY POLLARD
Secretary

GOSS COMMENTS ON FARM BUSINESS

Reviews the Trend of Underwriting During the Inflation and Deflation Periods

CONSERVATISM IS URGED

Companies Have Had Sad Experience Since Values in the Agricultural Districts Shrank Heavily

I. D. Goss, one of the farm managers for the American Fore companies in their western department, gave his presidential address before the annual meeting of the Farm Association held in Chicago this week. The Farm Association is now entering on its eighth year. He said that taking the five year loss ratio, companies are approximately



I. D. GOSS
President Farm Association

15 points "in the red." During that time the Farm Association companies produced $100,000,000 in premiums. The results have varied somewhat among companies owing to different degrees of conservatism and foresight in underwriting practice.

Farm Premiums at Peak in 1920

Mr. Goss said that 1920 saw the largest premium income ever derived from the farm business. This was due largely to the immense farm values and plenty of farm money to pay premiums. Mr. Goss said if "Consolidated Farming" had been listed on the stock exchange of that day it would have been the ruling favorite.

Following that the crash came and a large percentage of insured values went out of existence. The prices of staple farm products were cut 50 percent. There was an urgent need for cash on part of farmers. Mr. Goss said that in spite of the heaviest handicap in farm insurance history, companies came through the early stages with a rise of no more than 20 points in the loss ratio.

Need for Reduction in Insurance

It was apparent to farm underwriters that a proper reduction of policies written before the crash at their first expiration should be their chief concern. Policies were reduced but too often the reduction was confined to those items of movable property where the companies might reasonably expect to get a break. It was held up on buildings where a fire could only mean a total loss. Every office, Mr. Goss said, found

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SOME INTERESTING BITS OF MISCELLANY TAKEN FROM THE NEWS EDITOR'S DESK

IT IS difficult for business offices to decide what sort of gifts or souvenirs to send to agents or customers. A very useful desk dictionary comes from the Inter-Ocean Reinsurance Co. of Cedar Rapids. It is a business man's friend, covering a sufficiently wide vocabulary to meet all ordinary demands. It is bound in durable, flexible leather. This dictionary is adapted to insurance uses, especially in that preceding the regular text is a dictionary of fire insurance terms occupying 34 pages. President Richard Lord announces in the preface that this part of the work has been compiled by people in his own office. In addition to recognized definitions of insurance, the compilers have relied on the works of such authorities as A. F. Dean, E. G. Richards, Thrasher Hall, F. C. Moore, Dr. S. S. Huebner and others.

Dr. Lord intimates that the time given to compiling the insurance definitions was limited, but if this issue meets with a favorable reception, subsequent editions may be published, enlarging the scope and size of the work.

In the back of the dictionary, always replete with a mass of varied information, there are 27 pages of business terms. Altogether it is an addition to desk equipment that will be used to excellent advantage. It reflects credit on the Inter-Ocean's office.

* * *

Ocean trips of various kinds are popularized by steamship companies. Regular routes are listed and exact costs are figured. Seemingly one just coming into favor is a comparatively long voyage through the south sea islands, visiting points that are not usually visited by the general run of tourists. Harry R. Manchester of the James & Manchester agency of Cleveland was in Chicago Saturday starting on this long trek to the south seas, where he will stop at many interesting ports in the islands. Mr. Manchester will return May 1.

* * *

The western department of the Hartford Fire is stimulating the sidelines in the inland marine department in charge of J. W. Burden, who also has charge of the automobile business. Mr. Burden has made some trips in the field, meeting the field men and getting interest stirred up. Outside of its automobile business, the Hartford Fire in the west has never gone out strong for inland marine lines.

* * *

William Day, Jr., fire chief at Dunkirk, O., is not worrying much about fires. His trouble is to keep his fire hose from rotting. In 1928 there was only one fire and it was trivial. Periodically, Chief Day runs water through his hose just to see if it will work and to endeavor to keep it in good condition.

* * *

The aviation boom since the World War, and particularly since Lindbergh's and the other widely popular flights of 1927, has made current the impression that conditions in the aviation industry are ideal. From the outside it has been believed that insurance in this field has

(CONTINUED ON PAGE 50)

NEW DIRECTOR NAMED BY NATIONAL SECURITY

Edward Porter Pack was elected a director of the National Security Fire of Omaha at the annual meeting this week. Four directors whose terms expire this year were also re-elected: E. S. Phelps of Burlington, Ia.; Frank B. Johnson, Charles N. Robinson and W. B. T. Belt, all of Omaha.

May Operate in Chicago

The American Fire & Marine and the American Indemnity, both of Galveston, are contemplating entering Illinois and establishing agencies in Chicago. The American Indemnity was formerly represented in the city but withdrew.

Fire Officials on Bank Board

Edward C. Jameson, president Globe & Rutgers, and Wilfred Kurth, vice-president of the Home, are among the directors of the Commercial National Bank & Trust Company, which began business in New York with a paid-in capital and surplus of $14,000,000.

Home of New York Figures

The Home of New York has issued its annual statement showing assets $102,797,291, being the first American fire company to cross the $100,000,000 line in assets. Last year its assets were $96,105,333. This year shows an increase of $6,691,959. Its net surplus is $29,819,779 compared with $23,909,990 last year. The policyholders' surplus is $47,819,779.

Lepper Aetna Adjuster

The Aetna and the World Fire & Marine announce the appointment of William T. Lepper as adjuster for Connecticut and western Massachusetts, the home office territory. Mr. Lepper joined the Aetna in 1914 and has since been continuously in its service, for the past 12 years being connected with the loss department.

NEW YORK INSURANCE MEN ARE PLEASED WITH CONWAY

Insurance men who have had occasion to discuss business matters with Albert Conway, the new superintendent of insurance for New York, are a unit in saying that he possesses a keen mind and is actuated by a desire to pass fairly upon all problems submitted him. His general attitude is similar to that of his predecessor in office, J. A. Beha. Mr. Conway insists that all phases of a situation be laid before him. If he discovers any attempt to hold back, his legal mind at once begins searching for the hidden elements. The only way to deal with the superintendent, as insurance men have already discovered, is to lay all their cards upon the table, face up; a condition that will appeal to every right thinking person.

City of New York Figures

Progress achieved by the City of New York last, year, as shown by its annual statement, was most creditable. With present total assets of $7,228,595 and reinsurance reserve of $2,668,642, its net surplus after eliminating the capital of $1,000,000 and all other liabilities is $2,542,633.

Contrasted with the returns of the previous year the new figures show an increase of $958,246 in assets and $798,039 in surplus. The trade gain for the year was $459,358, and the underwriting gain $306,617. It is under the same management as the Home of New York.

General Cover Department

A general cover department has been established in New York City by the American of Newark, its purpose being to assist agents of the company in retaining premiums on business controlled by chain organizations. The department is in charge of Robert G. Clark, who will handle all affairs in connection with business of that character.

STATUS OF AUTOMOBILE BUSINESS UNCERTAIN

Hinges on Action of Special Meeting in Progress in New York This Week

CONFERENCE IN SESSION

Prediction Is That Organization Will Be Continued and Considerably Strengthened

NEW YORK, Jan. 16.—The future of the automobile insurance business in the eastern territory and to a degree at least in all other sections of the country will be materially influenced by the action determined upon at the special meeting of the Eastern Automobile Underwriters Conference now in progress here. At press time the prediction strongly holds that the report of the executive meeting agreed upon at a prolonged session yesterday will be accepted, in which case the integrity of the organization will not only be maintained but greatly strengthened.

The important issues under review deal with rates and commissions. The intimation is that the former will be reduced somewhat, and the latter increased in certain centers. It is the further thought that while the Eastern Underwriters Association will be asked to enforce the regulations of the automobile conference insofar as members of the two bodies are concerned, there will be no closer association between the two interests.

General Cover Department

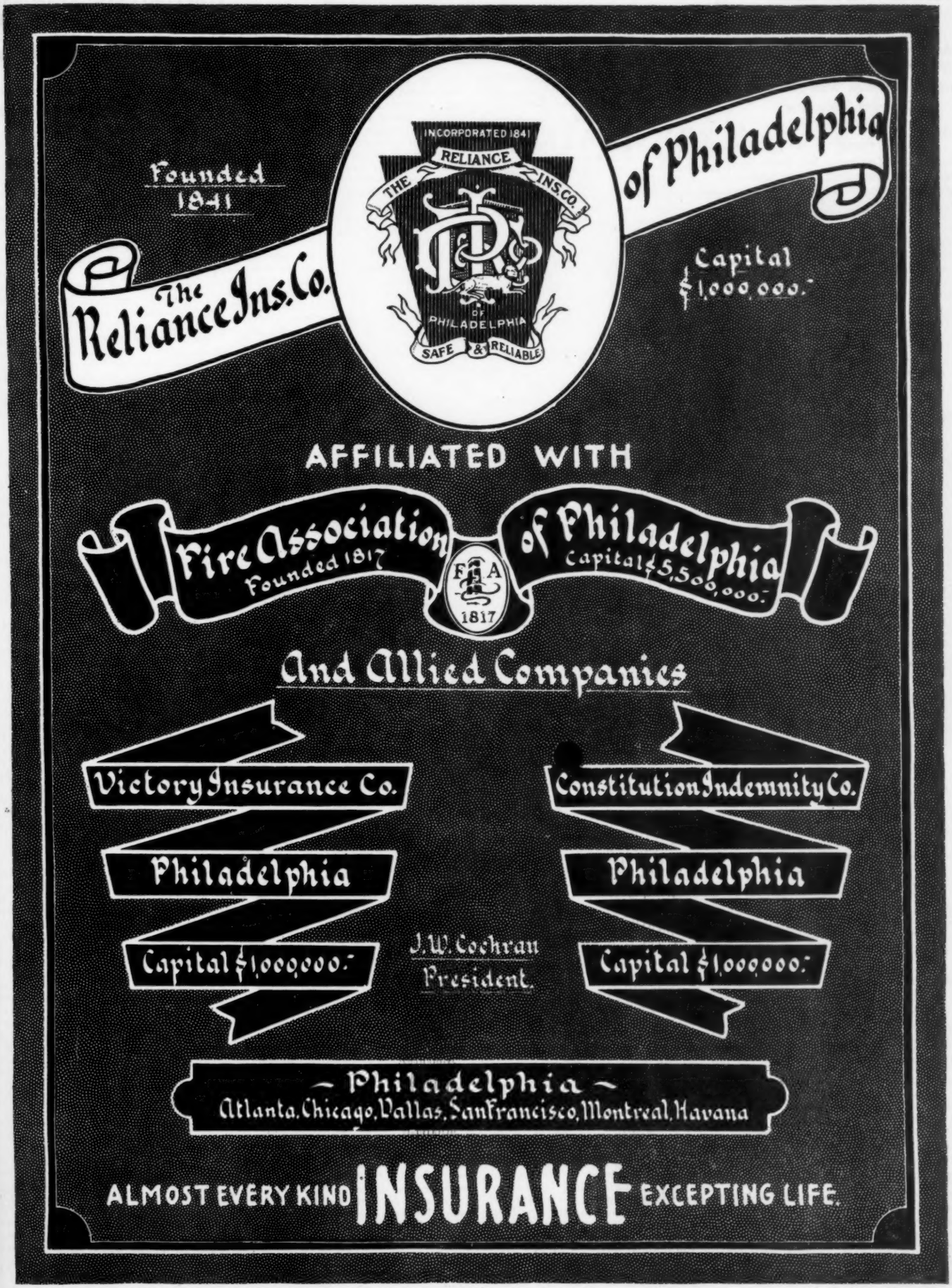
Members of the National Bureau of Casualty & Surety Underwriters at a general meeting to be held soon will pass on the recommendation of a special committee recently named to consider a successor to H. P. Stellwagen as secretary of the body, following the intended retirement on Feb. 1 of Mr. Stellwagen to assume an official post in Philadelphia with the Indemnity Insurance of North America. The committee has an admirable man in view for the post, and it is a fair assumption that its recommendation will be cordially endorsed by the bureau members generally.

While a diversity of viewpoint obtains as to the future policy of the bureau, there is unanimity of thought as to the wisdom of maintaining the organization

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Bowling League Tournament

The Chicago Insurance Bowling League is endeavoring to organize 32 insurance teams to compete in the national tournament to be held in the Dexter park pavilion, March 2, when teams from all over the country will be present at this great event. There are 32 alleys to be occupied. The Chicago Insurance Bowling League officials desire, therefore, to have all the alleys taken by insurance teams on the opening night at 7:30 o'clock. There are eight teams in the Chicago Insurance Bowling League but for March 2 it is urged that insurance offices arrange at once for teams to be represented so that insurance can make a magnificent showing in this event. John A. Lawler, A-2101, Insurance Exchange, Chicago, is president of the Chicago Insurance Bowling League, being a broker with Keller & Anderson. H. Tarnow, 1449 Insurance Exchange, is secretary. He is connected with the Childs & Wood agency.


Founded 1841
The Reliance Ins. Co.
of Philadelphia
Capital $1,000,000.
INCORPORATED 1841
THE RELIANCE INS. CO.
OF PHILADELPHIA
SAFE & RELIABLE
AFFILIATED WITH
Fire Association of Philadelphia
Founded 1817
Capital $5,500,000.
FA 1817
And Allied Companies
Victory Insurance Co.
Philadelphia
Capital $1,000,000.
Constitution Indemnity Co.
Philadelphia
Capital $1,000,000.
J. W. Cochran
President.
Philadelphia
Atlanta, Chicago, Dallas, San Francisco, Montreal, Havana
ALMOST EVERY KIND INSURANCE EXCEPTING LIFE.

PETTIGREW TO MANAGE THE UNDERWRITERS

C. A. RICH HAS RESIGNED

New Head Has Been With The Adjusting Company Since It was Established

Thomas A. Pettigrew has been appointed general manager of the Underwriters Adjusting Company of Chicago, succeeding Clarence A. Rich, who has resigned as of Feb. 1, to become associated with the new Fire Insurance Company of Chicago as secretary. He will also be officially connected with the Netherlands. Mr. Rich went with the Underwriters Adjusting Company as manager in September, 1922, and under his leadership the work has developed most satisfactorily.

Mr. Pettigrew has been connected with the Underwriters Adjusting Company since it started in 1919. He, therefore, has seen the organization grow from a small beginning. He was appointed general adjuster in 1922 and assistant general manager in 1923. For a number of years Mr. Pettigrew lived at Streator, Ill. During his earlier career he was identified with various branches of building construction work. For a time he was manager of a retail general merchandise business. He conducted this until he engaged in general building construction.



THOMAS A. PETTIGREW

Went in Building Supply Field

Then he purchased an interest in a retail building supply yard, becoming its secretary and manager. Through his connection with the building trades he was brought in contact with adjusters, who recognized his ability as an estimator. They began using him in estimating building losses throughout Illinois. Later he sold his interest in building supplies and became an independent adjuster. He is regarded as an able man and has been instrumental in educating and developing many men who have come into the employ of the Underwriters Adjusting Company. As a handler of people he is eminently successful.

Take Hartford Bank Posts

W. Ross McCain, vice-president and secretary of the Aetna Fire and Century Indemnity, has been elected a director of the First National Bank of Hartford.

Frank D. Layton, president of the National Fire, was elected a director of the Phoenix-State Bank & Trust Company of Hartford.

STEBBINS COMMENTS ON THE PRACTICE OF LOCAL-GENERAL AGENCY APPOINTMENTS

HERBERT COBB STEBBINS of Cobb, Miller & Stebbins, general agents at Denver, and chairman of the executive committee of the Association of Fire Insurance General Agents, addressed a letter early in December to all managers who are members of the Western Union, Western Insurance Bureau and Pacific Board having jurisdiction over the mountain field. He stated that the Denver situation was precipitated 10 years ago by the fact that the largest local agency had been appointed general agent for certain companies. A committee was appointed to deal with the situation. It promulgated a rule permitting all general agents who were already appointed to continue in both the local and general agency business provided they received only local agents commissions on Denver business. It prohibited the appointment of any other local agent as general agent. Mr. Stebbins states that this rule is, and always has been, more or less of a joke.

Growth of Local-General Agent Practice

During the last nine years he finds the growth of the general agent operating a local department has been phenomenal. The majority of direct reporting companies have found their former Denver local business shrinking. Legitimate local agents have been faced with discriminative and unfair competition because of the preferential position occupied by local writing general agency offices which receive an overhead commission on Denver business. Mr. Stebbins states that during the last nine years, probably 75 percent of the growth of these combination general local agencies has taken place in their general agency departments. Some dozen branch offices doing a local business now operate in Denver with the situation daily becoming more acute.

Sees Only One Way Out

Mr. Stebbins says that in his opinion there is only one possible way to equalize the situation which is absolute separation of local and general agencies. He asserts that in addition to these offices at Denver, there is a general agency in Pueblo and one at Albuquerque, both of which have resulted in the loss of business formerly written by companies operating on a local agency basis.

Comments on Committee's Visit

Since the letter was written a committee from the three company organizations met in Denver. Mr. Stebbins sends out another letter following their visit. He says:

"A committee consisting of W. B. Flickinger of the Union as chairman, Frank G. White of the Pacific Board, and Herbert A. Clark of the Western Bureau met in Denver; both non-local writing general agents and local writing general agents were given an opportunity to express their views to the committee. Naturally the non-local writing general agents expressed great dissatisfaction with existing conditions, whereas the local writing general agents were quite content to have conditions continue as at present.

"Two members of the three distinguished committee are interested in local writing general agencies at Denver, Messrs. Flickinger and Clark. Mr. White is not interested in any general agency connection in Denver. Consequently, the majority of the committee has a direct personal interest in the matter, and possibly, being human, inclined to discount the gravity of the picture of conditions as presented by the non-local writing general agents although conscientiously seeking to fairly represent all of the companies.

Repetition of Present Rule

"The suggestion made by one or two executives that existing general agencies be permitted to continue as now constituted but that no other local writing general agencies be permitted is nothing more than an approval of the present situation and is merely a repetition and confirmation of the forced compromise which the committee made nine years ago from which the present chaotic condition has evolved and would leave us all just as we are with the same preferential positions for those who now enjoy them and with no constructive step whatsoever taken toward an equitable adjudication.

"The tenor of the replies received by us from company executives indicates a preponderance of dissatisfaction with the existing conditions and emphatically confirms our own opinion that the situation must be cured unless a general demoralization is to follow. We are not alarmists but we do claim to know what the situation is in Denver and are conscientiously seeking to give you the benefit of such knowledge.

Sees Nothing Unfair in Suggestion

"One gentleman has inquired whether we think it fair to ask that the local writing general agents be required to make some sacrifice in the business which they have built up at considerable expense. In reply we wish to say that, considering that the majority of these general agents have built up their business under a compromise which was forced upon the committee nine years ago and which is not now and never was justified, most assuredly there is nothing unfair in asking that their preferential advantages be removed.

"We, ourselves, were required to sacrifice a very substantial brokerage business on one occasion and at another time we were required to sacrifice a very substantial sub agency business when rules were passed prohibiting the writing of policies for local agents and when a general reduction in brokerage commissions was made. On each occasion we gave up some $50,000 in premiums in this office and fully realize that it was for the good of the business as a whole in the mountain field. The business which we sacrificed had not been put on our books through any forced compromise permit to do so but had been built up along lines which were then permissible.

Effort to Befog Issue

"The statement made by certain local writing general agents to the effect that the non-local writing general agents have taken their present position in this matter for the reason that they do not personally control any local business is presumptuous and unwarranted and would seem to be rather a futile effort to befog the real issue. In substantiation of our claim that the only possible cure lies in the absolute separation of local writing offices from general agency offices, we challenge any direct writing company to try to obtain a satisfactory local agency connection in Denver today.

Basis of Distinctive Service

"We maintain that the position of any fire insurance general agent can be made one of integrity only by a distinctive service outside the realm of direct production and dealing only with the problems of underwriting and supervision and the upbuilding of an agency plant throughout his territory. In conclusion we wish to urge that you use your influence to secure the passage of company legislation which will absolutely and forever divorce the local agency business from the general agency business in the mountain states territory.

Pacific Coast Action

"We are delighted at the action of the committee of seven outstanding eastern executives who recently took action in the Pacific Coast territory along similar lines. It is our belief that such action throughout the entire United States is inevitably coming. The writer has reason to believe that the great majority of general agents throughout the country are heartily in favor of such action. It is our prophecy that the time is not far removed when the local agents of this country will refuse to represent any company locally which indulges in the writing of local business anywhere in the United States either through a department office or general agency. We offer this thought for such consideration as it may merit in your opinion."

APPORTIONMENT OF BIG LOSS IN 1921 IS UPSET

ASSURED WAS SHORT $10,000

Court Orders Reciprocal to Pay Deficiency Under Policies of $100,000 at Atchison

A curious tangle in the adjustment of the loss on the Dolan Mercantile Company of Atchison, Kan., on May 12, 1921, has just been straightened out in the district court of Atchison county. There were 18 policies on the risk, in 17 companies, all containing the 80 percent coinsurance clause and all but four containing the pro rata distribution clause. Each of the policies covered the contents in one item, but in the original adjustment it was assumed that the building was divided into two parts or sections, one section having $150,000 of the agreed loss and $181,736.94 of the agreed value, and the other section having $26,836.65 of the agreed loss and $107,542.99 of the agreed value. Total agreed value was $289,279.93, and total agreed loss $176,836.65. Total insurance was $254,500.

Assured Was $10,000 Short

The apportionment of loss was made under the so-called Connecticut rule, giving effect to the pro rata distribution clause, and applying the coinsurance clause on each division. After all of the companies had paid it afforded the plaintiff only $166,422.22, while the agreed loss was $176,836.65. In other words, the assured was over $10,000 short of the agreed loss, although his insurance was far in excess of the loss and considerably in excess of the coinsurance requirement.

The assured tried to understand why it did not recover the full amount of its loss, but finally gave it up and appealed to the Kansas insurance department. The companies interested were summoned to Topeka and in the superintendent's office an agreement was reached that the apportionment should be reopened and all the companies contribute on the basis of a single item and only one division. In other words, it was agreed that neither the pro rata clause nor the coinsurance clause had any application. It was agreed that the companies that had paid too little should make good the difference, while the mercantile company refunded to the companies that had overpaid.

Reciprocal Declined to Pay

Following this agreement in the superintendent's office the Wholesale Grocery Subscribers at Warner Inter-Insurance Bureau, which had $100,000 of the line, declined to recognize the new apportionment, claiming they had not been represented at the meeting in the superintendent's office, and declined to pay the additional $9,427.53 due on their two policies under the new apportionment. The mercantile company sued the Wholesale Grocery Subscribers, and when the latter filed an answer contending in effect that the original apportionment was correct, the plaintiff concluded to make all of the other insurance companies defendants as a safety

(CONTINUED ON PAGE 48)

WELCOME
Not a "Peddler"... An Insurance Advisor



OF the two types of agents, policy peddlers and insurance advisors, those belonging to the latter class are always welcomed by clients and prospects. → → → → →

They believe in studying the individual problems of each customer and mastering the exact details of every coverage. → → → →

Wherever there is a need for protection they point it out and show just how some form of insurance can be applied. → → → → →

They present the facts and let the policies *sell themselves*. → → →

The success of these insurance "advisors" is due in great part to their willingness to seek in turn the advice and cooperation of the company. This organization takes pride in its affiliation with such a body of men and its ability to work with them at all times.



THE LIVERPOOL AND LONDON AND GLOBE Insurance Co. Ltd

Executive Offices: 1 Pershing Sq. Park Ave. at 42nd St., N. Y. C.
Pacific Coast Dept., San Francisco, Calif.

THE NATIONAL INSTITUTION WITH A WORLD WIDE BACKGROUND

*3817—Business Papers—Jan., 1929

AS SEEN FROM CHICAGO

CLUB EXECUTIVES MEET TODAY

An executive committee meeting of the Cook County Field Club will be held in the Chicago Board committee rooms today (Thursday) at 3:30. The purpose of the meeting is to discuss by-law changes and complete plans for the meeting of the full membership of the organization Jan. 21.

* * *

NEW CLASS 1 AGENCY

L. H. Waidner, H. M. Power, Benjamin Zweig, Charles F. Lasch and William E. Spangenberg, all former members of the firm of Law Bros. of Chicago, have opened a Class No. 1 agency in that city under the firm name of Waidner, Power, Zweig & Lasch, representing the American Eagle, Firemens of Newark, Franklin National and London & Scottish for fire lines, and the Eagle Indemnity for casualty. The agency is located at A-1855 Insurance Exchange. All are well known in the business and have had a long and valuable experience.

* * *

SECRETARY MOSS RESIGNS

T. R. Moss, secretary and treasurer of the Illinois Insurance Federation, has resigned. John C. Lanphier, Jr., of Springfield, who is president; George D. Webb of Conkling, Price & Webb and Harry C. McNamer of the Equitable Life of New York in Chicago have been named as a committee to secure a successor to Mr. Moss. The board of directors met and discussed legislative problems that will likely come up at the present session.

* * *

TIPPERY IN HIS NEW POST

W. J. Tippery has taken his new seat as assistant western manager of the Aetna and is now handsomely ensconced back of the mahogany in a private office. He was greeted with floral offerings when he first appeared in the Wrigley Annex building. His family will remain in Minneapolis for the next few months.

* * *

REAL ESTATE MEN'S ACTION

The special insurance committee of the Chicago Real Estate Board has been studying the commission situation in the city with special reference to Class 2 agents. This has been brought about on account of the new rules promulgated by the Chicago Board. The insurance committee adopted three cardinal principles, as follows:

"Representation. We declare for proper and adequate representation on the Chicago Board for all members who are original producers of fire insurance, and who do not now have representation.

"Classification: We declare for a simpler method of classification of the membership of the Chicago Board, believing existing classifications to be overlapping, illogical, and tending to confusion.

"Commissions: We declare that schedules of commissions to be paid producers of fire insurance policies should be fixed by an agreement between the companies and representatives of the various classes of producers after due study and investigation by all classes interested."

They have been submitted in addition to the following real estate boards: North Shore, Chicago Heights, LaGrange, Cook County Protective, Oak Park, Maywood, Evanston, Harvey, and Calumet District.

A meeting will be held Friday, to which all Class 2 agents are invited. Cornelius Teninga, chairman of the special insurance committee of the real estate board, said:

"Our committee is very much pleased with the progress made thus far. We are getting the earnest cooperation of the other boards and organizations in Cook county. A survey of the situation makes us feel that at least 25 percent of the premiums on fire insurance written in Cook county originate with the brokers that our group represent. Surely that would entitle us to a voice in the question of proper commissions to be paid and a proper classification in the membership in the Chicago Board. We feel certain that the Chicago Board will welcome cooperation with our group and will join us in an earnest effort to make the business better and more profitable for everyone concerned."

* * *

HARTFORD FIRE CONFERENCE

The Hartford Fire will hold a conference of its field workers in Western Union territory at its western department the latter part of February.

* * *

ABERNETHY TO GLENS FALLS

Harry M. Abernethy has been appointed Cook county special agent of the Glens Falls. He has been special agent of the Phoenix of Hartford in Cook county. Mr. Abernethy was previously with Marsh & McLennan and Critchell, Miller, Whitney & Barbour in Cook county. He opened the Indianapolis branch office for Marsh & McLennan and has an extended insurance experience.

* * *

LOSSES IN CENTRAL WEST

Fire companies in the central west in looking over their loss records find that in the 10 days following Christmas the losses were normal. Usually during the holidays and shortly thereafter, there is an unusual run of losses. Cold weather generally sets in at that time, there are a good many Christmas entertainments and flammable material used for holiday decorations, all contributing to fire hazards. However, during the last two weeks there has been a burst of flame in many directions in central western territory. A large number of school houses have burned.

* * *

NORTH & SOUTH TO START

The North & South Insurance Company of Illinois has secured its charter. The capital stock will be $200,000 and will be sold at $62.50 per share, par value $25, thus creating a paid-in surplus of $300,000.

The directors and officers have not yet been elected. Officials and interests connected with the Club Aluminum Utensils Company of Chicago are behind the new venture, as is also George W. Phypers of the Neale-Phypers Company of Cleveland. A friendly relationship of long standing exists between the Club Aluminum Utensils Company and George W. Phypers.

The Neale-Phypers Company, whose headquarters are in Cleveland, with branch offices in New York, Akron and Toledo, will open a general insurance office in Chicago and be closely allied with the North & South and will, in fact, manage it.

The insurance office will probably be opened within 60 days but the North & South will hardly be ready for business before May, 1929.

* * *

PREVENTION MATERIAL CATALOGUE

The Western Actuarial Bureau has prepared for the use of secretaries of state fire prevention associations a loose-leaf catalogue of fire prevention material available from the bureau. Previously to compiling the catalogue the bureau disseminated information on this material only by word of mouth or by showing it to various secretaries when they called at the bureau headquarters in Chicago. It was demonstrated that this method did not give the secretaries a sufficient idea of the amount of literature available for their uses, and the catalogue is the result. It was compiled under the director Richard E. Vernor, manager of the fire prevention department of the bureau.

* * *

INSURANCE STOCK QUOTATIONS

H. W. Cornelius of Lewes-Dewes & Co., the stock investment people of Chicago, has given the following insurance stock quotations as of Jan. 14:

Stock	Par	Bid	Asked	Div. Per Share
Aetna Cas. & S.	100	1570	1600	$12.00
Aetna Fire	100	800	815	24.00
Aetna Life	100	1175	1190	12.00
Agricultural	25	150	...	4.00
Allemannia	50	300	320	10.00
[1]Amer. Alli. (old)	100	500	...	...
Amer. Alli. (new)	...	50	53	...
Amer. Auto.	10	75	...	2.00
Amer. Drug. Fire	25	80	85	3.00
Amer. Equitable	5	36½	38½	1.50
American, N. J.	5	30½	32	1.00
Amer. Reserve	10	95	98	3.00
Amer. Salam.	50	80	85	2.50
Amer. Sur. (old)	50	325	...	11.00
Automobile	100	505	520	...
Baltimore Amer.	5	49	51	...
Bankers Indem.	5	22	25	...
Bankers & Ship.	100	560	590	18.00
Boston	100	940	960	22.00
Brooklyn	25	120	130	...
Buffalo	100	450	...	13.00
Camden	5	35½	37	.95
Carolina	10	52	55	1.40
Cent. West Cas.	50	55	68	2.00
Chicago F. & M.	10	17	18	...
City of N. Y.	100	620	630	16.00
Colonial States	10	26	30	...
Columb. Natl.	25	16	20	...
Commercial Cas.	10	52	56	2.00
Commonwealth	100	750	...	20.00
Constitu. Indem.	5	33	36	...
Cont. Casualty	10	71	73	1.60
Continental	10	94	96	2.00
Detroit Fid. & S.	50	55	60	4.00
Detroit F. & M.	100	300	350	10.00
Detroit National	25	25	30	1.00
Eagle, N. J.	20	88	95	4.00
Employers Reins.	10	35	37	...
Excelsior	5	12	14	...
Federal, N. J.	100	1250	...	20.00
Fed. Sur. (new)	25	...	...	...
Fidelity & Cas.	25	195	...	5.00
Fidelity & Dep.	50	300	310	8.00
Fidelity-Phenix	10	104	106	2.00
Fire Assn.	10	50	52	2.50
Fireman's Fund	25	128	130	5.00
Firemen's	10	45½	47½	2.20
Franklin Fire	25	465	476	8.00
Gen. C. & S. (new)	...	35	...	...
General Surety	25	140	160	...
Georgia Cas.	5	26	28	...
Glens Falls	10	67	69	1.60
Globe & R. (new)	100	1550	1570	...
Gt. Amer. Cas.	25	15	20	...
Gt. Amer. Indem.	10	73	76	...
Great American	10	54	56	1.60
Great Lakes	10	11	13	1.00
Guaranty Fire	100	215	230	10.00
Guard. F. (new)	10	57	60	5.00
Halifax Fire	10	42½	44½	.60
Hamilton	50	350	400	4.00
Hanover Fire	10	84	86	1.00
Harmonia Fire	10	43	46	1.40
Hartford Fire	100	1005	1020	22.00
Htfd. St. Boil.	100	820	835	18.00
Home, N. Y.	100	622	630	20.00
Home Fire Sec.	10	48	50	...
Homestead	10	45	48	.60
Hudson Cas.	5	10	13	.10
Importers & Exp.	25	99	102	4.00
Independ. Indem.	10	22	24	.50
Independ. Fire	10	23½	26	.60
Ins. Co. of N. A.	10	88	89	2.00
Iowa National	100	160	...	8.00
Lincoln Fire	20	100	105	4.50
Lloyds Plate Gl.	100	300	...	14.00
Md. Casualty	25	160	170	5.00
Mass. Bonding	100	550	600	14.00
Mer., Com. (new)	10	125	...	...
Merchants, Pfd.	100	126	...	7.00
Mechanics	25	100	...	2.50
Merchants, R. I.	50	115	120	...
Merch. & Mfrs.	5	20	25	...
Metropolitan Fire	10	11	...	1.00
Milwaukee Mech.	10	49	51	1.80
Mohawk Fire	25	58	62	...
National Cas.	10	52	55	1.20
National, Conn.	100	1325	...	25.00
National Liberty	5	32	33½	...
National Union	100	410	420	12.00
National Surety	50	148	150	...
New Amster. Cas.	10	78	80	2.80
New Brunswick	10	52	55	1.20
New Cent. Cas.	50	...	...	5.00
New England	10	50	55	1.00
New Hampshire	100	550	...	16.00
New Jersey	20	68	75	1.80
New York Cas.	25	106	109	4.00
Niagara Fire	25	163	...	4.00
Northern	25	145	155	3.75
North River	25	405	415	7.75
N. W. National	25	205	212	5.00
Occidental	10	25	27	...
Pacific Fire	25	175	190	4.00
Pacific Indem.	50	225	235	...
Peoples National	5	36½	38½	2.00
Philadel. Natl.	10	25½	28	...
Phoenix, Conn.	100	975	...	20.00
Pioneer Fire	20	20	...	...
Preferred Acci.	100	525	...	12.00
Presidtl. F. & M.	25	25	28	...
Prov.-Wash.	100	850	865	16.00
Public Fire	5	26	29	...
Reliance	10	24	27	1.20
Rhode Island	100	350	370	12.00
Rossia	25	247	249	6 00
Seaboard Surety	10	20	24	...
Security, N. H.	25	130	137	3.00
Southern Surety	10	37	38½	1.60
[2]Springfield F.&M.	25	214	221	4.00
St. Paul F. & M.	25	220	225	4.00
Standard Acci.	50	325	375	6.00
Stuyvesant	100	325	335	6.00
Sylvania Fire	10	28	31	...
Transport. Indem.	10	20	23	...
Transportation	25	40	46	...
Travelers	100	1820	1835	22.00
United States	10	125	129	2.40
U. S. Casualty	100	495	485	10.00
U.S.F.&G. (new)	10	87	89	...
U. S. Mer. & Sh.	100	505	520	8.00
Universal	25	80	85	3.50
Victory	10	24	27	1.20
Virginia F. & M.	25	130	145	4.50
Vulcan	100	150	...	12.00
Westchester	10	100	103	2.50

[1]Rights 200-209
[2]Rights 21½-23½

* * *

LIFE MEMBERS SOCIETY MEETING

The Life Members Society of the Fire Underwriters Association of the Northwest will meet in the evening of Feb. 20 at the Great Northern hotel in Chicago. Thomas E. Gallagher, former western manager of the Aetna, is chairman and Holger de Roode is secretary.

* * *

ATTENDED THE INAUGURATION

Manager Ernest Palmer of the Chicago Board and Western Manager W. P. Robertson of the Alliance of Philadelphia were in Springfield Monday attending the ceremonies incident to the inauguration of Governor L. L. Emmerson.

* * *

KLEE, ROGERS GET EMPIRE STATE

Klee, Rogers, Loeb & Wolff have been appointed sole Cook county managers of the recently organized Empire State Fire. This company, ownership and operating control of which is vested in the Agricultural, the parent company, has combined capital and surplus of $1,250,000.

* * *

MADE COOK COUNTY MANAGER

The Chicago city branch office of the Continental Casualty, of which Joseph S. Roberts is resident vice-president, has been made Cook county manager of the Transcontinental Fire, which recently was taken into the National of Hartford group. James Silhanek, who was agency superintendent of the Transcontinental to the time of the company's entering the National group, will be superintendent of the Cook county fire department in the city branch of the Continental. Mr. Roberts will be the Cook county manager. With the acquisition of the Transcontinental the Roberts office offers full fire, casualty and life facilities, as in its life department it represents the Continental Assurance, sister company to the Continental Casualty.

The Cook county department of the National of Hartford was recently appointed Cook county manager of the National Casualty, whose underwriting is done in the head office of the Continental Casualty in Chicago.

The Cook county department of the Transcontinental will report to the western department of the National of Hartford in Chicago, of which George H. Bell is manager.

* * *

TAKES MORE OFFICE SPACE

Considerable additional space has been taken by the western department of the North America in the McKinlock building in Chicago. The marine department now occupies the entire tenth floor and the loss and Cook county departments have been moved to the ninth floor. With the rearrangement of space the North America and allied companies occupy the four top floors of the McKinlock building, or one-third of the entire space in the building.

* * *

COMMITTEES MEET ON RULES

Class 3 members of the Chicago Board, who are brokers, were represented by their committee of seven on the new board rules in a meeting with the board executive committee on Tuesday this week, called for the purpose of discussing the brokers' request for relief under the rules, which became effective Jan. 1. The meeting was in all respects harmonious and resulted only in the board executive committee's taking under advisement the brokers' requests. A report to the brokers, it is expected, will be forthcoming in a few days.

A general meeting of the insurance committees of the various real estate boards in Cook county, representing Class 2 and Class 4 agents, will be held in the offices of the Cook County Real



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THE above advertisement is a facsimile of that appearing in current issues of the *Atlantic Monthly*, *Harper's*, *Review of Reviews*, *Scribner's*, *World's Work*, and the *Golden Book*—yes, THE EMPLOYERS' GROUP believes in the American Agency system. We believe that such advertising will benefit the insurance business. We believe that it will benefit particularly the representatives of THE EMPLOYERS' GROUP.

We are proud of the growth of our agency force. We are proud of the large number of loyal agents who have been associated with us for many, many years. At the same time we are glad to say that some agency connections are still available for the competent insurance man.

Estate Board Friday afternoon to discuss the board rules and to make plans for obtaining relief. The Chicago Real Estate Board recently sent to the Class 2 and Class 4 men a questionnaire designed to solidify production facts and sentiment. The data obtained has been put into shape and probably will figure in the discussion at the Friday meeting. The plan is to make specific and reasonable demands on the board. One of the demands will be that there shall be no board action on rates and rules without consultation with the producers.

* * *

ENTERTAINMENT PLANS COMPLETE

Ralph Rawlings, who is chairman of the entertainment committee for the good fellowship dinner to be held in connection with the annual meeting of the Fire Underwriters Association of the Northwest in Chicago on Feb. 19, announces that he has completed the entertainment program and that he has been able to arrange something rather unusual. Mr. Rawlings believes that the character of the entertainment this year will be such as to attract a large attendance. The good fellowship dinner will be held at the conclusion of the first day's business session on Tuesday.

Tickets for the affair may be obtained from Mrs. E. Y. Wetmore, assistant secretary of the association, 2132 Insurance Exchange, Chicago. The choicest locations will be sold in the order in which requests, accompanied by checks, are received. The price of the tickets for the dinner and entertainment will be, as, usual, $3.50 each.

* * *

L. D. Stitt, manager of the Chicago office of Starkweather & Shepley, announces with pardonable pride that he is the father of a new nine and one-half pound boy.

* * *

The insurance brokers committee met with the executive committee of the **Chicago Board** Tuesday, the former laying before the board committee some suggestions for modification of the new rules.

* * *

Roy E. Eblen, president of the Central States Fire of Wichita, Kan., spent several days last week in Chicago.

VIEWED FROM NEW YORK

By GEORGE A. WATSON

NATIONAL LIBERTY DIRECTORS

At the first annual meeting of the National Liberty held since the recently announced merger of the business of the National Liberty group with that of the Home of New York group—thereby creating the largest fire insurance combination in the world—the following new directors were elected:

Charles L. Tyner, president Home; Wilfred Kurth, vice-president Home; Clarence A. Ludlum, vice-president Home; Henry C. Von Elm, chairman executive committee, Manufacturers Trust Company, and Frank B. McElhill, vice-president Financial & Industrial Securities Corporation. Sumner Ballard, president of the International, was elected a director of the National Liberty about two months ago. He was the intermediary in the merger of the Home and National Liberty groups. Other directors are Alfred J. Barrett, Alfred M. Barrett, Charles H. Coates, Edwin G. Forster, Daniel J. Leary, Henry B. Nickerson, Arthur S. Somers, George U. Tompers, and Benjamin B. Weaver.

It was definitely learned following the meeting that the Financial & Industrial Securities Corporation is still the largest stockholder in the National Liberty insurance group, contrary to an impression gained in certain quarters by reason of the consolidation of the underwriting businesses of the National Liberty and Home. This is notwithstanding that a very substantial distribution of stock of National Liberty, Baltimore American and Peoples National Fire has been made to Home stockholders, agents and employes.

The underwriting policy of the National Liberty group will henceforth be in charge of officials of the Home group in cooperation with National Liberty officials. The financial policy of the National Liberty group will remain in charge of a finance committee composed of the directors representing the Financial & Industrial Securities Corporation group.

* * *

HOME'S GERMAN APPOINTMENT

The Home of New York has named Mutzenbecher & Co. of Hamburg, Germany, joint agents of the fire department of the Home for Germany. Joint fire policies will be issued by the Home with Europa Lloyd of 1873. Mutzenbecher & Co. are managers of the Hamburg, the Europa Lloyd of 1873 and the Hamburg American of New York. Arrangements were made through the American Foreign Insurance Association.

Hinrich Gaede of Hamburg continues as general agent of the marine department of the Home. He will also represent the Home and the Europa Lloyd of 1873 in Hamburg for fire business. The latter company is increasing its capital to 4,000,000 reichmarks.

The Home has been licensed to transact fire business in Germany for several years, but has not developed this branch of its business there to any great extent.

* * *

CONGESTED AREA REDUCED

At a meeting last week, the New York Fire Insurance Exchange unanimously accepted the report of the special committee on the revision of the "congested district" or low commission area by which that district where the 10 percent brokerage is to prevail is reduced to about one-seventh of its former size. Plans were also approved for the creation of an executive committee with powers to administer the affairs of the exchange.

Harold M. Hess was elected manager of the exchange and of the New York City division of the New York Fire Rating Organization.

Section 20 of the exchange agreement was amended so as to provide that where the 20th of the month came on a legal holiday or on a Saturday the notices of cancellation for non-payment of premium should be issued on the next working day.

The change in the 10 percent brokerage territory will be effective immediately. The new boundaries are as follows: "East Fourth street, West Fourth street and Washington Square South on the north, West Broadway on the west, Canal street on the south and the Bowery on the east, the line in all cases going through the middle of the street named."

C. F. Shallcross was chairman of the committee which worked out the plan of revision.

* * *

IMPROVEMENT IN PRACTICE

While free insurance is still an evil in greater New York, a material improvement in the situation has been effected through the operations of the Central Bureau, which, with the cordial cooperation of the insurance department, follows up unpaid earned fire and casualty premiums and with excellent result. In the year lately ended the unearned fire premiums reported to the organization totaled $408,873, and those of the casualty companies (April to December inclusive), $863,936. When delinquent brokers are not amenable to the appeals of the bureau they are reported to the department, 140 having been so referred during 1928. This action usually proves effective, the department being severe on chronic offenders.

In addition to looking after the collection of past due fire premiums, the bureau handles those of the fire allied lines, and for the casualty companies follows up all divisions of the business save fidelity, surety, accident and health and inland marine. Companies, as well as agents and the great majority of the brokers themselves, are highly pleased with the activities of the organization, of which Benj. R. Mowry is the competent manager. Interest in the work of the bureau has extended to other sections of the country, inquiry as to its methods having been received from points as distant as San Francisco. Commissioner M. H. Taggart has intimated that he would like to install a like program in Pennsylvania, and has promised to visit the office of the bureau here and study its workings.

* * *

GUARDIAN FIRE OFFERS STOCK

The Guardian Fire of New York is offering some of its new issue of stock to the public at $58.50 a share, the par value being $10. It was organized in January, 1926, with a paid in capital of $500,000. Its shares then had a par value of $25. The shares were sold at $100 a share. It succeeded to the business of the Anchor of New York. On Dec. 31, 1927, the Guardian increased its capital to $1,000,000. Stockholders were given the privilege to subscribe at the rate of $50 a share. In November last year, the par value was reduced to $10. On Dec. 15, stockholders received the right to purchase one additional share at $20 per share for each two shares held. It established a dividend rate of 24 percent in 1927 and it was maintained in 1928. On Nov. 2, the board of directors started to place the stock on a $2 per share basis. It has a capital of $1,000,000 and net surplus of $1,716,942.

* * *

NEW HEADQUARTRS OPENED

Headquarters of the Fire, Marine & Liability Brokers Association have been opened at 100 William street. The association has leased a part of the old headquarters of the Drug & Chemical Club and has also made arrangements to use the meeting room of the Aetna Life and affiliated companies for general assembly purposes.

* * *

HANOVER SELLS BUILDING

The Hanover Fire has announced the sale of its home office building at 34-36 Pine St., New York, to the banking firm of Goldman, Sachs & Co. The company has occupied this building for nearly half of its corporate existence, having erected it for its use in 1893.

The recent expansion and general growth of the Hanover made necessary larger and more modern offices, the location of which will be announced later. The sale was negotiated on a cash basis at a figure quite favorable to the seller.

There is considerable historical interest in this transaction, as this building was one of the first steel frame buildings erected in New York of the "skyscraper" class. The Hanover is the last of the larger companies to forsake the district which was once the insurance center of the country and will probably locate now somewhere in the newer center a few blocks north of the old location.

The Hanover is credited with having made a handsome profit on the transaction. It has not yet secured larger and more modern accommodations which the growing business of the company requires, but will undoubtedly make a choice within a short time. The probabilities are that it will remain in the downtown insurance district.

* * *

REPORT ON APPAREL LOSSES

The committee on losses and adjustments of the New York Board in its report for last year shows quite an improvement in the apparel contractors' loss ratio for the year. The claims amounted to 391, involving a loss of $263,607. There were 111 fires on this class, involving 381 losses, as compared with 147 fires and 450 losses in 1927. This committee took charge of all losses on this class from April, 1923. During the four and two-thirds years, there was an average loss of $915,917 per annum.

* * *

COMAS MADE INSPECTOR

A cable from the head office of the Queensland of Sydney, Australia, to W. J. Comas, United States manager for the company, advises of his appointment as inspector for North America, embracing both this country and Canada, and of the promotion of H. J. Robinson to the assistant managership. Mr. Comas will retain the direction of the company's affairs in the United States, as well as assuming his larger duties. Mr. Robinson has been the fire manager at New York since the Queensland entered this country in 1924. This deserved promotion of both officials will be welcome news to their friends.

* * *

NEW YORK BLUE GOOSE FEED

Members of the New York City Blue Goose will hold their next dinner-meeting at the Planters, 124 Greenwich street, the evening of Feb. 4. An exceptional entertainment program is being arranged, and a large attendance may be guaranteed. A number of goslings will be initiated, numerous applications for entry into the organization having been recently received.

Death of W. G. Allen

W. G. Allen, president of the Independent Aetna Sprinkler Company, well known to insurance men who have followed fire protection in sprinkler installation development, died this week in New York. The funeral will be at Akron, O., Friday.

Hartford Fire Conference

The department general agency conference of the Hartford Fire will be held at the home office Jan. 28. At that time the general agents and some of the assistants in the various departments will be present.

Few Signing in West Virginia

NEW YORK, Jan. 16.—Few of the important agents of West Virginia have signed the new commission agreement of the West Virginia Uniformity Association, under the provisions of which mixed agencies will be paid 15 and 25 percent commission instead of the flat 20 percent heretofore allowed. The assumption is that the agents plan the introduction of a bill when the state legislature meets providing for a uniform commission rate.

Approves War Claim Settlement

FRANKFORT, KY., Jan. 16.—The approval of a compromise settlement in the state fiscal court here this week made by the receiver of the Ohio Valley Fire & Marine of Paducah brought an echo from the world war. The American Merchant Marine of New York made a reinsurance agreement with the Ohio Valley Fire & Marine for $20,000 during the war. The ship which the insured merchandise was being transported was sunk by German submarines. Under the Dawes reparations plan claims for these losses have been pending before the joint claims commission, and although payment will be made, no definite date has been set.

Los Angeles Rejects All Bids

LOS ANGELES, Jan. 16—Rejecting all bids for marine coverage on its floating equipment at San Pedro, submitted Dec. 19, 1928, the Los Angeles board of harbor commissioners has decided, unless its present plan is changed, to carry its own risk. In the opinion of the members of the board the premium involved would offset any loss that might be sustained on the property, the value of which is approximately $106,000.

Trump Heads Philadelphia Society

PHILADELPHIA, Jan. 16.—Sanderson Trump was reelected president of the Insurance Society of Philadelphia at its annual meeting yesterday.

morale



MANY manufacturers and contractors, realizing the priceless value of a loyal attitude among their employees, are spending large sums to promote the well-being of their workers.

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PHILADELPHIA

No 11

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*"WHAT IS AN APPRAISAL?—It is a complete classified inventory of insurable property (except stock, merchandise and raw materials). Each item of property is valued at today's cost to replace new. The amount of accrued depreciation is determined and the sound insurable value is given.

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Birmingham	Omaha	Berlin	London

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QUOTATIONS APPEAR REGULARLY IN THE NATIONAL UNDERWRITER

COMPANY AFFILIATIONS IN THE WEST

THE complete list of companies operating in all or a part of so-called "Western Union territory," according to affiliations, corrected up to Jan. 15, 1929, is as follows:

UNION

Aetna
Aetna Fire Und.
Albany
Alliance, Pa.
Amer. Alliance
American Central
American Eagle
Amer. Nat'l, Ohio
Amer. Union
Anchor, R. I.
Anglo-Amer. Und.
Atlas
Atlas Und.
Automobile, Ct.

Brit. & Federal
British Und. Agcy.

Caledonian
Caledonian-Amer.
Caled. Amer. Und.
California
Capital, Cal.
Carolina
Central, Md.
Cent. States, Kan.
Cent. States Und.
Century
Chicago F. & M.
Citizens, Mo.
City of New York
Colonial Fire Und.
Columb. Fire Und.
Columbia, N. J.
Commerce, N. Y.
Com'l Union, N. Y.
Com'l Union, Eng.
Commonw'lth, N. Y.
Connecticut
Conn. Und.
Constitution Und.
Continental
Continental Und.
County, Pa.

Delaware Und.
Detroit F. & M.
Detroit Nat'l
Dixie

Eagle
Engle Und.
Eagle Star & Brit.
Employers Fire
English-Am. Und.
Equitable F. & M.
Equitable Und.
Excelsior, N. Y.
Exchange Und.

Federal, N. J.
Federal Union
Fidelity-Phenix
Fire Ass'n.
Fire & Marine Und.
Fireman's Fund
First American
Forest City
Franklin, Pa.
Franklin Nat.

General, France
Ga. Fire Und.
Georgia Home
Glens Falls
Glens Falls Und.
Globe Fire Und.
Granite State
Great American

Halifax
Hanover
Harmonia
Hartford
Hawkeye-Des M. Dt.
Henry Clay
Hibernia Und.
Home, N. Y.
Home Und.
Home F. & M.
Home, Ark.
Homeland
Homestead
Hudson
Hudson Und.

Illinois Und.
Imperial

Ins. Co. No. Amer.
Iroquois
LaFayette
La Salle, La.
Law Union & Rock
L. & L. & G., Eng.
London & Provin.
London & Lanc.
London & Scottish
London Assur.
London Und.

Manhattan F. & M.
Manhattan Und.
Maryland
Mass. F. & M.
Mech. & Traders
Merc. F. & M. Und.
Mercantile, N. Y.
Mercury
Michigan F. & M.
Middlewest Und.
Mid-West Dept., Ia.
Minneapolis F. & M.
Minnesota Und.
Monarch Und.

Natl. Amer., Neb.
National, Ct.
Nat'l Security, Neb.
Newark
Newark Und.
New Brunswick
New England
New Hampshire
N. Y. Fire Office
New York Und.
Niag.-Detroit Und.
Niagara
N. B. & M., Eng.
N. Car. Home
Northern, Eng.
Northern Und.
N.W.F. & M., Minn.
Norwich Union

Ohio General
Orient

Palatine
Patriotic
Pennsylvania Fire
Phenix Und.
Philadelphia F. & M.
Phoenix, Ct.
Phoenix, Eng.
Phoenix Und.
Preferred Risk
Presidential
Protector Und.
Prov. Washington
Providence Und.
Provident Fire
Provident Und.
Prudential, Okla.

Quaker City Und.
Queen
Queen City

Reliance, Pa.
Retailers, Okla.
Rochester Amer.
Royal Exchange
Royal
Royal Und.

Safeguard
St. Paul F. & M.
Scottish-Met.
Scotch Und.
Scottish U. & N.
Sentinel
Southern Home
Springfield F. & M.
Standard, Ct.
Standard, N. Y.
Star of N. Y.
State, Eng.
Sun
Sun Und.
Svea

Tokio M. & F.
Transcontinental
Transportation
Travelers
Treaty Und.
Trinity, Tex.
Twin City

Union, Eng.
Union Marine
United Amer. Und.
United Firemen's
Urbaine, France

Victory, Pa.
Virginia F. & M.
Vulcan Und.

Westchester
Western, Kan.
World F. & M.
Yorkshire

BUREAU

Agricultural
Allegheny F. Und.
Allemannia
Allemannia Und.
American, N. J.
American Und.

Ben Franklin Und.
Birmingham, Pa.
Boston
British America
Buckeye Nat'l.
Buffalo

Calumet Und.
Camden, N. J.
Capital, N. H.
Cincinnati Und.
City, Pa.
Columbia, Ohio
Columbian Nat.
Concordia
Dubuque
Duquesne Und.
East & West
Empire State Und.
Empire State
Eureka-Security

Farmers, Pa.
Firemen's N. J.
Firemen's Und.

Girard
Girard Und.
Great Lakes, Ill.
Guaranty, R. I.
Hampton Roads
Holland-Amer. Und.
Ins. Co. State Pa.
Insurance Und.
Iowa Und.
Jersey Fire Und.
Keystone Und.
Mercantile Und.
Mechanics, Pa.
Mechanics Und.
Merchants, Colo.
Merchants, R. I.

Metropolitan
Mich. Com'l Und.
Millers Nat'l
Milwaukee Mech.
Milwaukee Und.

Nat'l-Ben Franklin
National Reserve
National Union
Netherlands
New Haven Und.
North River
N. W. Nat'l
Northwestern Und.

Ohio Farmers
Old Colony
Pennsylvania Und.

Pittsburgh Und.
Reliable
Reserve Under.
Rhode Island
Rhode Island Und.
R. I. Union Und.
Richmond
Rockford Und.

Security, Ct.
Security, Iowa
Security Natl., Tex.
Standard, N. J.
Standard Federal
Superior, Pa.

Union, Buffalo
Union, France
Union Und.
United Amer., Pa.
United States
U. S. Merch & Ship.
United States Und.

Washington Und.
Western, Canada
Western Und.
Wheeling, W. Va.
Wisconsin Und.

NON-AFFILIATED

Alliance, Eng.
Allied, Pa.
Amer. Equitable
American Druggists
Am. Founders, Wis.
Amer. Lloyds
Anchor, N. Y.
Asso. Federal Und.

Baltimore Amer.
Bankers, Mont.
Bankers & Shippers
Brit. & For. Mar.
British Gen.
Brooklyn
Bronx Fire

Consolidated F. & M.

Equity, Mo.
Eureka
Export

Fidelity Union, Tex.

General, Wash.
Germanic, N. Y.
Globe Und.
Globe & Rutgers
Grain Belt, Ia.
Great Union F. & M.

Hamilton

Illinois Fire
Importers & Exp.
Indem. Mut. Mar.
Independence
Indiana
Industrial, O.
Iowa Fire
Iowa Nat'l
Iowa State
Jefferson, N. J.

Knickerbocker
Liberty Bell

Liberty, Ky.
Lumberm., Pa.
Lumber Und.

Madison
Merchants, N. Y.
Merchants, Ind.
Merchants Und.
Merch. & Mfrs.
Minnesota Fire
Mohawk, N. Y.

National F. & M.
Nat. Guaranty
National N. J.
National Liberty
New Jersey
New York Fire
New York State
Northern, N. Y.

Pacific
Peoples, Md.
Peoples Natl.
Phila. Natl.
Pioneer, Ill.
Pioneer Equit.
Potomac
Public Fire, N. J.

Republic, Pa.
Rocky Mountain

Savannah
South Carolina
Stuyvesant
Stuyvesant Und.
Sussex, N. J.
Sylvania

Union, Ind.
Universal, N. J.
Utah Home
Vulcan, N. Y.

Washington, N. Y.
West. Nat., N. D.
Wolverine

ST. PAUL RANKS HIGH IN NUMBER OF "OLD TIMERS"

ST. PAUL, Jan. 16.—Five employes of the St. Paul Fire & Marine have served that company an aggregate of 229 years, it is revealed in a competition of "old timers" being conducted among St. Paul business firms.

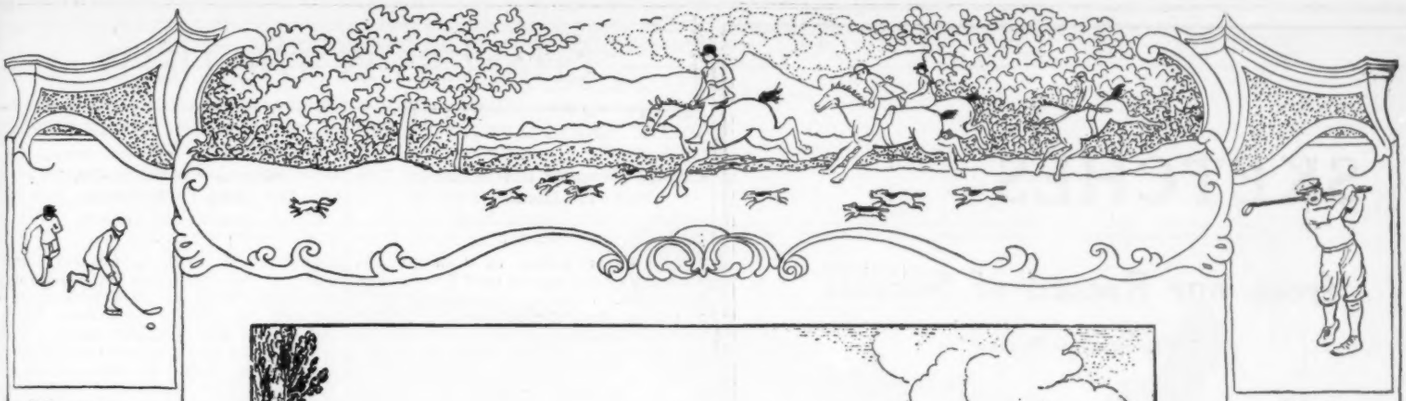
"Old-Timers" Listed

The five employes of the St. Paul are John McClure, state agent and adjuster, 54 years; E. B. Barton, purchasing agent, 48 years; W. A. Lang, local agent, 45 years; Alexander Lawson, examiner, 42 years, and J. C. McKown, secretary, 40 years.

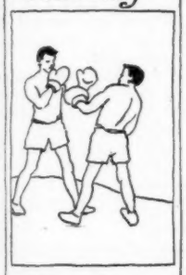
MANY NEW ENTRIES IN FIRE WASTE CONTEST

Following are the most recent entries in the Inter-Chamber Fire Waste Contest conducted by the National Fire Waste Council, under the auspices of the Chamber of Commerce of the United States: Demopolis, Ala.; Nogales, Ariz.; Melbourne, Fla.; Havre de Grace, Md.; Grand Haven, Mich.; Laurel, Miss.; Louisiana, Mo.; Statesville, N. C.; Cuyahoga Falls, O.; Woodward, Okla.; Clarksville, Tenn.; Temple, Tex.

Frank T. B. Martin of Omaha, president of the Insurance Federation of America, was in Chicago last week.



Hockey



Boxing



La Crosse



Fishing



Baseball



Golf



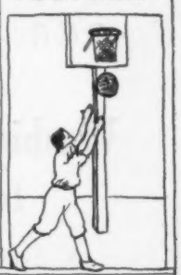
Tennis



Polo



Football



Basketball

A Shepherd's Crook and a Game of Hockey

IN one or more of its variations, hockey was known to most northern peoples of both Europe and Asia and also to the early Romans who possessed a game of similar nature. As it is played with a hooked stick, its name is undoubtedly derived from the old French word "hoquet," meaning a shepherd's crook. The Scotch and Irish early played hockey on the hard sandy seashore, it being called "shinty" by the former and "hurley" by the latter. "Bandy," as the English called their game, was played on the ice and is the ancestor of modern ice hockey which today, particularly in America, is far more popular than the older form of field hockey.

For over seventy-five years the SPRINGFIELD FIRE AND MARINE INSURANCE COMPANY has been developing an insurance service which would be of practical value to its agents. The knowledge and experience accumulated over this period is at their command. Applications for agencies will be welcomed in territory where the Springfield group is not already represented.

SPRINGFIELD FIRE AND MARINE INSURANCE COMPANY

SPRINGFIELD, MASSACHUSETTS, U. S. A.

GEORGE G. BULKLEY, *President*

Western Department
HARDING & LININGER, *Managers*
Chicago

Affiliations
Constitution Underwriters Department
Springfield, Mass.
Sentinel Fire Insurance Company
Springfield, Mass.

CHARTERED 1849
Springfield
Fire and Marine
Insurance Company
SPRINGFIELD, MASS.

Pacific Department
GEORGE W. DORNIN, *Manager*
San Francisco

Affiliations
Michigan Fire & Marine Insurance Company
Detroit, Michigan
New England Fire Insurance Company
Pittsfield, Mass.

SKETCHES

from our Record of Success

"Washington Review"

In few businesses, if any, are little ideas, little things, of greater importance than in ours. To quote what has already been said by us: "While our business is big, it is chiefly the sum total of a great number of little things; little calls, little applications, little premiums, little collections, little inspections, little claims, little reports, little attentions, little services, and little kindnesses."

If you would succeed in this business make use of your little ideas and attend to the little things.

OUR SLOGAN IS SERVICE

Washington Fidelity National Insurance Company

HARRY R. KENDALL, Chairman
GEORGE R. KENDALL, President

CHICAGO, ILLINOIS

CHANGES IN THE FIELD

GREAT LAKES APPOINTMENTS

Chicago Company Has Appointed Two Men to Handle Part of the Eastern Field

The Great Lakes of Chicago has started to build up its own independent field force. Louis C. Pederson has been appointed state agent for eastern Pennsylvania, New Jersey and Maryland with headquarters at Philadelphia. He is residing at Pittsburgh and is traveling for the Northwestern National in western Pennsylvania. He formerly was special agent of the National Union in the field in which he will travel for the Great Lakes.

Louis F. Biehl has been appointed state agent for the Great Lakes in western Pennsylvania. He is now in the home office of the National Union. He will have West Virginia and eastern Ohio in addition to the western part of Pennsylvania. He was formerly in the head office of the Pittsburgh Underwriters at Pittsburgh.

T. J. Southerland

Thomas J. Southerland, Virginia special agent for the Great American, has been promoted to agency superintendent in charge of the southern department. He has been supervsing Virment. He has been supervising Virsept. 1, 1920, with headquarters at Richmond. For a year or more previously, he had been special agent in Virginia for the American Alliance. He started his insurance career as an examiner for the southern department of the Royal. In his new position, he succeeds Llewellyn Freeman, who has been assigned to other duties. Mr. Southerland will make his headquarters in New York.

S. T. GORDON IN NEW POST

Goes With the Western Companies of Fort Scott in Kentucky, Tennessee and Indiana

Samuel T. Gordon, formerly state agent in Kentucky for the Transcontinental, until its business was handled through the western department of the National of Hartford, has made a connection with the Western companies of Fort Scott, Kan., as state agent for Kentucky, Tennessee and Indiana, representing the Western Fire, Western Automobile and Western Casualty. Mr. Gordon succeeds Roy Owen of Lexington, Ky., who has been transferred to Ohio, with headquarters at Columbus, where he is Ohio state agent.

At one time Mr. Gordon represented the Glens Falls and Equitable of Rhode Island. He is a New Englander by birth, coming to the west to represent the Equitable. His headquarters will be at Louisville in the Starks building.

LEAVES VIRGINIA FIELD

Capt. Edward Jones, Veteran Hartford Agent, Retires—Thomas S. Prescott Assumes Charge

Capt. Edward H. Jones, veteran Virginia special agent for the Hartford Fire, with Richmond headquarters, has retired from active service. He went with the Hartford 36 years ago when the old Central City Fire of Selma, Ala., of which he was secretary, was reinsured in that company. His career in the insurance business dates back to 1878. Just how old he now is, Captain Jones has been careful not to divulge.

(CONTINUED ON PAGE 44)

RYON IS BLUE GOOSE SPEAKER

Representative of National Body Tells Hearers How Publicity Will Aid Insurance

"The National Board believes the time has come when a little well ordered publicity will produce straight and intelligent thinking about fire insurance, and the recently inaugurated advertising campaign of the board is for this purpose," said O. B. Ryon of Streator, Ill., consulting counsel of the National Board, in his address this week before the meeting of the Illinois Blue Goose in Springfield.

Mr. Ryon said that the definition of insurance as a tax has given the insurance companies much trouble and has caused confusion in the public mind. "Teach the insurance public the proper economic status of insurance premiums," he said. "Show the insured the facts and make him realize that insurance is not a luxury; that the indemnity as well makes him a social and an economic possibility as certainly as the clothing and food he buys."

Many Chances for Confusion

He said the insurance buyer may understand the charges and credits he receives and still may be uncertain about the result, because the basis rate or the table used in Dean system territory is something about which he knows nothing. He also said that although the fire rating systems are not scientific, being based only on experience and analysis, yet they are as fair and equitable as can be devised and are applied as fairly as possible. "When the public thoroughly understands this," he continued, "I am persuaded we shall have no more rate laws. Such legislation is based on the idea that insurance companies desire inequality and discrimination in rates and premiums and unfair treatment of the public, when the converse is the truth.

In concluding, Mr. Ryon said that when a great business or industry can, through the medium of its association or associations, approach the government it supports without fear and with entire confidence, sure of an intelligent hearing and fair treatment, there will be no need for anti-trust or other restrictive laws.

Made Chief Underwriter

Blake W. Olmstead has been made chief fire underwriter of the Mayflower Fire & Marine of Newark. Mr. Olmstead has had an extensive experience with the Phoenix of Hartford, Niagara Fire, Automobile of Hartford and Rhode Island.

Niagara's Statement Is Out

The Niagara Fire is one of the first companies out with its annual statement showing assets $28,374,879, gain $3,800,000. Of this amount $2,000,000 was paid in by stockholders when the capital was increased from $3,000,000 to $5,000,000. The net surplus was increased nearly $2,850,000 and is now $10,000,982. The surplus to policyholders is $15,004,982. The Maryland, the running mate of the Niagara, has $2,763,553 assets, gain $250,0000. During 1928 it increased its capital from $750,000 to $1,000,000 by a stock dividend. It earned over $100,000 surplus last year. The net surplus is now $1,137,728.

Electrical Committee Meeting

Members of the electrical committee of the National Fire Protection Association will hold their annual meeting in the auditorium of the Consolidated Gas Company, New York City, Feb. 18-20.

FIRE — AUTOMOBILE — WINDSTORM — SPRINKLER LEAKAGE — MARINE



QUEEN
Ins. Co. of America

Queen Agents from ocean to ocean are safeguarding with Good Insurance the Capital and Savings represented in the Industries, Commerce, and Homes of America.

INCORPORATED IN NEW YORK STATE 1891

CAPITAL $5,000,000

HEAD OFFICE: 150 WILLIAM STREET, NEW YORK CITY

WESTERN DEPARTMENT
LAW AND HAMILTON, MANAGERS
CHICAGO

SOUTHERN DEPARTMENT
S. Y. TUPPER, MANAGER
ATLANTA

PACIFIC COAST DEPARTMENT
H. R. BURKE, MANAGER
SAN FRANCISCO

USE AND OCCUPANCY — RIOT AND CIVIL COMMOTION — PERSONAL EFFECTS FLOATER

REPUBLIC
AUTOMOBILE INSURANCE CO.
HOME OFFICE DETROIT, MICHIGAN

You wouldn't go out soliciting in a 1910 chariot—so why use methods of selling automobile insurance of that vintage either?

The Republic Special

"An Exclusive Automobile Writing Company"

TERRITORY OPEN in
Ohio
Illinois
Indiana
Michigan



FOR THE UP TO THE MINUTE AGENT

Colors
Blue
Red
Green
Gold

INSURANCE LABELS
BETTER QUALITY - PRICE SERVICE AND ADHESIVE

Any Design
Any Shape

ORDER YOUR NEXT SUPPLY
FROM DAVENPORT-TAYLOR MFGR. CO., 412 ORLEANS ST., CHICAGO
OR FROM THE NATIONAL UNDERWRITER, CHICAGO

BREVOORT
HOTEL
Madison Street East of LaSalle CHICAGO
Insurance Headquarters
Brevoort Hotel upholds worthily the best traditions of American hotels famed for hospitality.

RATE REDUCING APPLIANCES
Non-Explosive Safety Cans and Automatic Oil Waste Cans
Each can bears the label of the Underwriters' Laboratories and the Associated Factories Mutual Fire Insurance Companies
Justrite Manufacturing Co.
2067 Southport Ave., Chicago, Ill.

NEWS OF COMPANIES

COMPANY IS BEING LAUNCHED

Atlantic Fire & Marine Is to Be Put in the Field by Pennsylvania Indemnity

Those who were interested in organizing and developing the Pennsylvania Indemnity of Philadelphia are now organizing the Atlantic Fire & Marine so that their operations may be broadened by writing general fire lines. The new company will have capital and surplus of $2,000,000 divided into 100,000 shares of $10 par value, to be sold for $20 per share in order to give $1,000,000 of surplus. It will have the advantage of the organization and management of the Pennsylvania Indemnity, which has been successful in building up full cover automobile insurance. There will be no expense in financing the stock, as the management, agency force and employes have subscribed for a large portion. The rest will be offered to the public. The Pennsylvania Indemnity is located in the Atlantic building at Broad and Spruce streets in Philadelphia. The organization committee consists of the following:

Organization Committee

Chairman, Walter Moses, president Pennsylvania Indemnity; treasurer, Willard M. Rice, treasurer Pennsylvania Indemnity; Robert S. Woodward, Jr., C. W. Hunt Company; Henry E. Baton, president H. E. Baton; Samuel C. Huey, Wheeler & Co., bankers; Albert E. Snowman, Albert E. Snowman, Inc.; John A. Slemons, vice-president Pennsylvania Indemnity; Charles C. Wriggins, B. F. Dewees; Frank A. Taylor, president Maryland New River Coal Co.; H. N. Tuttle, vice-president Pennsylvania Indemnity; J. Mortimer Darby, Black & Darby; Frederick J. Moses, Jr., secretary Pennsylvania Indemnity.

Franklin of Philadelphia

The directors of the Franklin of Philadelphia, which is owned by the Home of New York, recommend to the stockholders that the capital be increased from $1,000,000 to $2,500,000 by issuing 40,000 new shares of stock at a par value of $25 to be offered to stockholders share for share on their present holdings, to be taken at $200 a share. This will add $7,000,000 to surplus. The stockholders meet March 13 to ratify the proposal. A 50 percent stock dividend has been declared.

The Franklin was chartered April 22, 1829, and the proposed increase of capital and surplus will be completed before the close of the first year. The annual statement showed assets of $12,934,433, net surplus $4,074,921. When the new financing is completed the assets will be $21,000,000 and the net surplus $10,500,000.

KREMER AND SMITH ADVANCE

North American Announces Some Promotions in Its Official Staff—Lewis Marine Secretary

John Kremer, secretary of the North America, and T. Leaming Smith, marine secretary, have been elected vice-presidents. John J. Connor, treasurer and former assistant secretary, was elected secretary and treasurer. Mr. Smith is succeeded as marine secretary by Ludwig C. Lews, formerly assistant secretary. The vice-presidents of the North America now consist of John O. Platt, Sheldon Catlin, G. C. Morris, Mr. Kremer and Mr. Smith.

Mr. Kremer was formerly a special agent of the North British in the Middle Department, joining the North America field staff in 1910 and becoming secretary in 1918. He is secretary of the Alliance and Philadelphia Fire & Marine, and vice-president and general manager of the National Security Fire of Omaha. Mr. Smith is a graduate of Princeton and has been marine secretary since 1917. He went with the company in 1908. The North America's statement shows an addition of $1,200,000 to surplus. The assets are now $85,000,000 and the net surplus $25,000,000.

Seaboard F. & M.

The capital of the newly organized Seaboard Fire & Marine of New York has been paid in, according to Frank & DuBois of New York, who will be the managers. The company will shortly begin writing business. It will start with capital of $1,000,000 and net surplus of $1,500,000. It will be connected with the Yorkshire group, of which Frank & Dubois are also managers. Ernest Boyd is president of the Seaboard, Stewart H. Davey and Frank B. Martin, vice-presidents, and Harold W. Rudolph, secretary. The entire stock was underwritten by Rutter & Co., the investment house.

Seaboard to Increase Capital

Directors of the Seaboard of Baltimore have adopted a resolution to increase its capital through issuance of 5,000 additional shares, par value $10 each. The additional stock will be offered to stockholders at $22.50 a share in the ratio of one additional share for each five shares held.

Of the proceeds $50,000 will be added to capital, increasing it from $250,000 to $300,000, and the balance to surplus, increasing that fund from $189,000 to approximately $250,000. Additional funds are needed to take care of the company's increased business.

The Seaboard had last year the largest volume of premiums in its history and the smallest loss ratio.

NO FURTHER CHANGE IN U. S. F. & G. FIRE NAME

BALTIMORE, Jan. 16.—No further change in the name of the United States Fidelity & Guaranty Fire will be made despite the reported intention of the United States Fire of New York to enter suit for an injunction restraining the use of the words "United States," according to an official of the former company.

"We have made one change in the name," he said, "and do not intend to make any more. We will welcome such a suit, as we do believe any company can restrict the use of the words 'United States' and prevent their use by any other company. We are going ahead with our plans and intend to do business under the name of the United States Fidelity & Guaranty Fire."

RETAIL CREDIT ADDS TO ITS FIRE SERVICE

The Retail Credit Company of Atlanta announces that Norman D. Burke has joined it in order to give a larger service in its fire insurance department. For 11 years he was supervisor of the southern department of the Northern Assurance, for 10 years was in the field representing the Phenix and then the Caledonian. Prior to that he was in the loss department of the Liverpool & London & Globe in its old southern department in New Orleans. He will be associated with H. B. Harmon, superintendent of the fire and casualty department, in operating that end of the inspection service. His work will be principally in the field, especially for the time being.

The annual gathering of field men of the **American of Newark** will be held at the home office early in April.

Globe & Rutgers
FIRE INSURANCE COMPANY



111 William St., New York City

JANUARY 1st, 1928

ASSETS		LIABILITIES	
Bonds and Mortgages	$ 149,834.90	Capital	$ 3,500,000.00
U. S. Liberty Bonds	519,200.00	Surplus	29,514,599.03
Government, City, Railroad and other Bonds and Stocks	67,965,477.50	Reinsurance Reserve	21,794,727.64
Cash in Banks and Office	3,052,132.11	Losses in Course of Adjustment	9,905,412.00
Premiums in Course of Collection	8,309,190.10	Commissions and other Items	6,974,000.00
Interest Accrued	143,939.12	Reserve for Taxes and Depreciation	8,505,000.00
Reinsurance Recoverable on Paid Losses	53,964.94		
	$80,193,738.67		$80,193,738.67

Surplus to Policy Holders . . . $33,014,599.03

Losses settled and paid since organization over $225,000,000 **Losses settled and paid 1927..$21,409,822.82**

ISSUES POLICIES AGAINST

Fire, Marine, Tornado, Earthquake, Flood, Hail, Explosion, Riot and Civil Commotion, Sprinkler Leakage, Inland Marine Transportation, Parcel Post, Automobile

Agents in Canada, Manila, Shanghai, London and Principal European Cities

E. C. Jameson, President

Lyman Candee, Vice-President
W. H. Paulison, Vice-President
J. H. Mulvehill, Vice-Pres. and Secy.
J. D. Lester, Vice-President
A. H. Witthohn, Secretary
A. G. Cassin, Assistant Secretary
J. L. Hahn, Assistant Secretary
M. J. Volkmann, Local Secretary

Progress since Consolidation in 1899

	Assets	Reserves	Surplus
Dec. 31, 1899	$529,282.59	$28,832.54	$2,028.94
Dec. 31, 1910	5,255,362.12	1,936,224.86	2,365,363.37
Dec. 31, 1920	42,765,374.55	16,593,764.16	11,361,311.89
Dec. 31, 1925	67,922,096.58	20,265,572.73	24,161,943.85
Dec. 31, 1927	80,193,738.67	21,794,727.64	29,514,599.03

AUTOMOBILE DEPARTMENT
L. R. BOWDEN,
95 Maiden Lane, New York City

INLAND MARINE DEPT.
JONES & WHITLOCK, Agts.
90 Maiden Lane, New York City

Recommends It to Friends

List of Lesson Subjects

1. The opportunity and need for selling property insurance.

2. Position and duties of the insurance salesman.

3. Basis of fire insurance.

4. What the agent and insured should know about the standard fire insurance policy.

5. Fitting the fire policy form to the individual risk.

6. Obligations of the insured under the policy contract.

7. Loss adjustments.

8. Rating schedules and fire prevention.

9. Competition with other kinds of insurance companies.

10. Loss due to interruption of business (use and occupancy).

11. Rents, leasehold and profit insurance.

12. Special forms for big risks.

13. Windstorm insurance.

14. Automobile insurance.

15. Earthquake, rain, flood and hail insurance.

16. Marine insurance.

17. Sprinkler leakage, explosion, other allied lines.

18. Organizing the salesman's work.

19. Charting your prospect's insurance needs.

20. Finding prospects.

21. Principles of insurance salesmanship.

The lessons are furnished in printed books

Course found to be Practical for both new and experienced agents

"After completing The National Underwriter's course of study in Property Insurance, I am recommending it to my friends. I consider it the best source of classified information available for new agents in outlining and explaining the fundamental principles of the business and for experienced agents in reviewing and applying these principles.

The author of this course presents practical business building instruction in a remarkable manner. I feel certain that all diligent agents who will study and apply the special knowledge set forth, will soon find the small cost returned many times over in a growing premium income and the lasting satisfaction that comes from work well done.

Cordially yours,

C. N. Lindberg,
Special Agent,
Crum and Forster, Freeport, Ill."

Use this coupon

The National Underwriter Company,
420 E. Fourth St.,
Cincinnati, Ohio

Gentlemen:

I am looking forward to the fire insurance business as a career. Tell me all about your Sales Training Course in Property Insurance by sending me without obligation on my part your 38 page booklet, "The Value of Knowing."

Name .....

Street .....

City and State .....

OHIO FARMERS HAS ITS ANNUAL MEETING

MANY AGENTS WERE PRESENT

President F. H. Hawley Called 1928 a Very Hectic Year in the Fire Insurance World

LE ROY, O., Jan. 16.—The usual winter storm blew about 150 agents into LeRoy for the 81st annual meeting of the Ohio Farmers this week. The 38th annual agents convention was held at the same time.

President F. H. Hawley, in extending greetings to the agents, said that 1928 was one of the best years the Ohio Farmers ever had. It was marked by underwriting gains as well as by improved methods of handling investments, which together brought about the strongest financial position the company has ever known. Continuing Mr. Hawley said:

1928 Was Hectic Year

"The year 1928 was the most hectic we have ever had. Not within memory have there been such spectacular changes in the fire insurance world due to the consolidation, merger and organization of new companies. In a number of states there have been constant effort and talk of compulsory automobile insurance. The companies have also had to meet the question of unfair tax requirements. In Ohio, both these problems have been up. The past year was a very active one in both national and state agents associations and much helpful work has been done by these organizations."

Anticipates a Good Year

President Hawley believes that 1929 will prove to be a good year for insurance companies and the Ohio Farmers, he says, is well situated to take full advantage of all these conditions.

The annual statement read by Secretary D. W. Crane, shows nice increases in all the important items. Admitted assets as of Dec. 31, are $5,558,876, an increase of $211,391 over last year. The premium reserve increased $124,418 to $3,636,778 and the reserve for unpaid losses is $453,627. The net surplus is $1,290,106 which, added to an emergency reserve of $125,000, gives a surplus to policyholders of $1,415,106. Net premiums for 1928 are $3,518,252, an increase of $155,519. Net losses were $1,710,744.

No Danger of Merger

President Hawley in his address said that mergers particularly have a disrupting effect on the business of local agents but Ohio Farmers agents need never fear that it will merge with any other company. The nature of the organization and the character of the company, Mr. Hawley said, insure agents against any such demoralizing steps.

Walter B. Hilliard, president of the agents' association, said that although articles in the insurance press had been calling attention to friction between companies and agents, this is not true of the Ohio Farmers and its agents. The Ohio Farmers' agent, he declared, is the company in his own community. Even the special agents are different from those of other companies, having more authority and a deeper understanding of agents' problems.

Tadsen Talks on Farm Building

P. K. Tadsen, in considering difficulties encountered in writing farm insurance, said that farmers had been compelled to seek cheaper methods and materials in order to make agriculture profitable. They even seek cheap insurance, thus making the sale of stock fire insurance harder than ever. His solution was to pick desirable farm risks and by comparing contracts prove the superiority of stock company policies.

T. E. Wood, Cincinnati agent, told of following his farm clients when they move to the city and retaining them as city clients. This, he said, has proved profitable both to his agency and to the Ohio Farmers.

Psychology of Laughter

Charles M. Newcomb on Tuesday evening spoke on the psychology of laughter. Laughter, he believes, gives temporary relief from the strain and tension induced by business and social activities. With heart trouble and nervous breakdowns increasing, people need more laughter. Professor Newcomb practices what he preaches, and with about ten laughs to the minute he must have added hundreds of years to the lives of those in his audience.

A. I. Vorys, director of the Ohio Farmers, bestowed the "Ivy trophy" on the agents in southwestern Ohio who were victors in the annual four cornered contest to increase premiums and reduce losses. Mr. Vorys also called upon the agents to use their influence with the Ohio legislature to obtain the repeal of the Ohio law increasing premium taxes from 2½ to 3 percent, the repeal being favored by Governor Cooper.

Two Heavy Kansas Losses

TOPEKA, KAN., Jan. 16.—Kansas during the past week has had its loss ratio increased considerably by two blazes of note.

Fire was discovered on the premises of the Forbes Milling Company Friday night. The fire department responded and after supposedly extinguishing the blaze left, but was recalled early Saturday morning to find the blaze through the roof entailing a loss of $150,000, the office and contents alone being saved.

Saturday morning the courthouse of Bourbon county, located at Fort Scott, was the scene of a fire which wrecked the entire structure. The trial of a banker who is accused of wrecking some banks in the southeastern portion of the state was in progress and all records, together with the other data and county records were destroyed. Early estimates placed the loss at $100,000. State Fire Marshal W. A. Elstun was called to the scene to investigate the blaze in the absence of a definite cause.

Insurance on the Bourbon county courthouse and contents, and on the county jail building at Fort Scott was:

Continental .	$ 5,000	Imperial	4,000
Roch. Amer..	6,166	Palatine	2,000
Firemen's ...	1,000	Prov.-Wash..	1,833
N. W. Natl...	1,500	Norwich Un..	1,500
Secur., Conn.	1,500	L. & L. & G.	1,000
Mechanics ...	1,500	N. Brit. & M.	1,000
Boston	5,000	Phoenix, Ct..	1,000
Natl., Conn..	1,500	Royal	1,000
Amer. Cent..	1,000	Springfield...	1,000
Westchester..	1,000	Sun	1,000
Orient	2,000		
Fid.-Phenix..	1,000	Total	$43,500

Under the form the coverage is as follows:

71.428 percent on courthouse building equals $31,071 insurance.

4.763 percent on courthouse contents equals $2,072 insurance.

23.809 percent on county jail building equals $10,357 insurance.

California Qualification Bill

SAN FRANCISCO, Jan. 16.—An agents' qualification bill said to be very similar to that sponsored by the California Association of Insurance Agents in 1927 and vetoed by Governor Young, has been presented by Senator Edgar S. Hurley of Oakland, prominent in local agents' circles.

The bill proposes to make it compulsory for all agents to qualify first as insurance brokers and that solicitors employed by agents must be licensed. It also creates a special insurance commissioner's fund and specifies certain qualifications which must be met before license would be granted. P. S. W. Ramsden, secretary of the California association, said his organization had no knowledge of the bill and it was not a part of the association's legislative program. In agency circles it is considered that Senator Hurley, who is an ardent advocate of qualification, presented the bill on his own initiative.

Merchant Marine Conference

"The acquisition of more equitable insurance rates for American ships," is one of the subjects upon the agenda for the second annual conference of the Merchant Marine, to be held at Washington Jan. 23.



Something to think about

5 QUESTIONS USUALLY ASKED BY PROSPECTIVE AGENTS

Fort Dearborn agency commissions are particularly attractive. Correspondence is invited with progressive agencies with a view to representation. Rates and complete information will be gladly furnished upon request.

1 ***Why should I represent Fort Dearborn?***

Fort Dearborn has a background of successful automobile insurance underwriting which has proven its sound and progressive management and financial policies over a 10 year period.

2 ***Can I earn more?***

Fort Dearborn agents naturally earn more. With rates substantially lower and the special extra-coverage Combination policies, (in addition to regular forms) competition is practically eliminated and renewals assured.

3 ***How can you write at lower rates?***

Net premiums to the Company are the essential requirement to be considered.—Fort Dearborn's net premiums are actually only about 4% less than higher rate companies due to our direct agency and general agency system. This small percentage is more than offset by reduced agency expense, which naturally follows the lessened effort in selling Fort Dearborn.

4 ***Do your Agents stay with you?***

Most of our larger agents (men earning $10,000.00 and more per year) have been with us 8 to 10 years. Approximately 60% of all agents have been with us for 5 years or more.

5 ***What are your Combination Policies?***

There are two of them—the Standard and the Straight 8 Combinations. The Standard Combination Policy covers Fire, Theft, Transportation, Public Liability ($5,000 and $10,000 limits), and Private Damage ($1,000 limits).

The Straight 8 Combination Policy covers Fire, Theft, Transporation, Tornado, Plate Glass breakage, Extra Equipment, Public Liability, ($7,500 and $30,000 limits), and Private Damage ($2,000 limits).

FORT DEARBORN INSURANCE CO.

222 WEST ADAMS STREET, CHICAGO

Attractive Territory Available in Illinois

THE NATIONAL UNDERWRITER

Formerly THE WESTERN UNDERWRITER

Published every Thursday by THE NATIONAL UNDERWRITER COMPANY, Chicago, Cincinnati and New York. EDWARD J. WOHLGEMUTH, President; JOHN F. WOHLGEMUTH, Secretary; HOWARD J. BURRIDGE, Vice-President and General Manager; H. E. WRIGHT and NORA VINCENT PAUL, Vice-Presidents; WILLIAM A. SCANLON, Southwestern Mgr. GEORGE C. ROEDING and O. E. SCHWARTZ, Asso. Mgrs.

C. M. CARTWRIGHT, Managing Editor
HOWARD J. BURRIDGE, Associate Editor
FRANK A. POST, Associate Editor

PUBLICATION OFFICE, Insurance Exchange, CHICAGO. Telephone Wabash 2704
CINCINNATI OFFICE 420 E. Fourth St., Telephone Main 5781, RALPH E. RICHMAN, Manager. E. R. SMITH, Statistician; ABNER THORP, JR., Director Life Insurance Service Dept.

NEW YORK OFFICE
80 Maiden Lane, Tel. John 1032
GEORGE A. WATSON, Associate Editor
CHESTER C. NASH, JR., Associate Editor

NORTHWESTERN OFFICE, DES MOINES
313 Iowa Nat'l Bank Bldg., Tel. Market 3957
J. M. DEMPSEY, Resident Manager

SOUTHEASTERN OFFICE—ATLANTA, GA.
1517 Fourth National Bank Building
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DETROIT OFFICE
848 Book Building, Tel. Cadillac 0004
O. M. KOENIG, Resident Manager

SAN FRANCISCO OFFICE:
105 Montgomery Street Tel. Kearny 3399, FRANK W. BLAND, Resident Manager

Entered as Second-class Matter February 24th, 1900, at Post Office at Chicago, Ill., Under Act, March 3, 1879

Subscription Price, $4.00 a year; in Canada, $5.00 a year. Single Copies 20 cents
In Combination with Life Insurance Edition, $5.50 a year; Canada $7.50

Member of
AUDIT BUREAU OF CIRCULATIONS
Associated Business Papers, Inc. National Publishers Assn., Inc.

Early Publication of Annual Statements

WHATEVER may be the opinion of the managers and officers of insurance companies concerning the different classes of the business, it is admitted by all that in the transaction of the business competition is keen. The statements, showing the results of the year's operations, published by the insurance companies after the figures are compiled, are awaited with much interest by the insurance world and to a certain extent by the general public. The officers and those interested in the business, and in fact the general public, and especially the representatives of the companies are vitally interested in learning of the progress of the companies they represent. They are also interested in the progress of other companies.

The publication of annual statements, through the insurance press, is given closer attention than the regular advertisements.

Some managers of large insurance corporations claim that public opinion is misled by the use of figures showing financial strength as an advertising medium. The people today are more interested in human interest advertising, and publicity which shows that insurance companies are alive to the needs of their agents and policyholders, and are prepared to render real service to them. Examples of such publicity appear from time to time in insurance journals.

However, in comparing the interest which such form of advertisement creates, the publication of a company's annual statement at the earliest possible date in the year doubtless will eclipse in interest any other advertisement which a company can devise. If a company has made progress during the previous 12 months, it has a splendid opportunity, in the early part of each year, to attract attention to itself by the publication in insurance journals of its annual statement.

In the publication of annual figures by fire and casualty companies, the point is often made that there should be some explanation of increases in net surplus. There should be a segregation of profits made through underwriting and through investments. As a matter of fact, many years will show but little, if any, profit on underwriting and frequently there is a material loss. Through investment which is purely a banking proposition, a company may make very great profit. If a company has not a large amount of money to invest it may be running on a small margin. A careful explanation should be made between the banking and underwriting departments. The chief concern of the public is with the underwriting showing.

Use of Advertising Novelties

COMPANIES and agents use advertising novelties of various kinds. It is regarded as effective publicity to distribute them. Frequently companies get out some sort of a souvenir, largely in compliment to their agents. The agents use advertising devices of various kinds in creating good will.

Sometimes money is spent very foolishly in the use of advertising novelties and souvenirs. When articles of real value are given there is a favorable effect. Too many souvenirs handed out however are of doubtful quality and instead of good will being established there is a feeling of hostility developed. For instance, when a fountain pen is given and it is a poor one, the advertising value is greatly depreciated and in fact may react against the donor. Cheap lead pencils handed out also act in the same way. In some cases companies have given clocks that are found to be cheaply constructed and cannot be regulated. Money expended in cheap, tawdry and defective souvenirs is thrown away. In fact, it would be better by far that no such novelties were given. If a company or agent desires to present souvenirs, they should be carefully selected or none should be sent out. One of the worst factors is the creation of hostility on the part of customers or friends who are given souvenirs that are so cheap as not to be of value for any length of time.

PERSONAL SIDE OF THE BUSINESS

John R. Dumont, retiring insurance commissioner of Nebraska, who has been appointed manager of the Interstate Underwriters Board of New York City, which will handle the general floater fire insurance, has returned to his home in Lincoln preparatory to taking his new position. Mr. Dumont will not move his family to New York for the time being. His office will be at 135 William street, New York City. Prior to his leaving Lincoln for New York, the insurance companies with home offices in Lincoln—fire, life, casualty and fraternal—presented him with a magnificent platinum watch and chain.

—

Charles F. Wilson, an old time insurance man of Denver, is at Albuquerque, N.M., being unable to get about. He is afflicted with heart trouble and neuritis. He has been under the weather for a number of months. Mr. Wilson is 74 years of age. He is regarded as one of the best adjusters in his section.

—

John G. Lund of Omaha, who was associated with the adjusting office of John D. Garmire in that city, died recently. He was connected for a number of years with the Columbia Fire Underwriters. He went to Philadelphia more than a year ago for treatment in Jefferson hospital for cancer of the vocal cords.

—

Harold W. Letton has been elected to membership in the Chicago Board of Trade. He thus enjoys the unique position of being the only fire company executive in Chicago holding a membership of this character. The Chicago Board of Trade is the original grain trading board in the United States and will shortly list general securities.

Mr. Letton is president and general manager of the Fire Insurance Company of Chicago, the organization of which is rapidly being completed. He is also president of the Letton fire insurance underwriting organization, United States manager and attorney of the Netherlands and president and director of the Illinois Investment Company.

—

Mrs. Jeannette P. Perkins died last week. She was the wife of **Charles R. Perkins,** who was formerly assistant manager of the North British & Mercantile in New York. He retired from active work at the end of 1927.

—

R. A. Corroon of New York has been elected a director of the Independence Indemnity and Independence Fire. Mr. Corroon is head of Corroon & Reynolds, who operate a large fleet of companies. The Knickerbocker Equitable Securities Corporation, of which Mr. Corroon is president, recently became financially interested in the Independence Indemnity. The Securities Corporation is the holding company for the Corroon & Reynolds group.

—

J. D. Vail, formerly assistant western general agent of the Hartford Fire in charge of the automobile department, is now comfortably situated at Palos Verdes Estates, which is a beautiful settlement southwest of Los Angeles. He has purchased a bungalow, near the ninth hole of a golf club, is raising alligator pears, citrus fruit and other appetizing delicacies of that region. He finds that the nineteenth hole is located only 10 holes away from the ninth.

—

When **William R. Baker** retired as insurance commissioner of Kansas Monday, he became a junior member of the law firm of Snattinger, Henning & Baker of Topeka and Kansas City, Mo. Irwin Snattinger, head of the firm, was for years adjuster for some of the large casualty companies. E. H. Henning is a compensation and corporation lawyer. The firm expects to devote all its energies to insurance and corporation law and will not go into the general practice. It will specialize in workmen's compensation litigation and adjustment.

Mr. Baker was graduated from the law school of the University of Kansas and admitted to the bar in 1915. He was just getting his law practice under way when the United States joined the World War. He volunteered and became an officer of the 117th ammunition train, the Kansas unit of the Rainbow division, and served two years overseas. When he returned to Kansas he was appointed assistant superintendent of insurance by F. L. Travis and after serving two years in that capacity joined the staff of the Liberty Life of Topeka. He was elected insurance superintendent in 1922 and has served six years.

—

Oliver G. Schrup, treasurer of the Dubuque Fire & Marine of Iowa, was married in Davenport last week to Miss Geraldine Schmid.

Mr. Schrup is the younger son of the late Nicholas J. Schrup, who founded the Dubuque Fire & Marine. The older son, Charles Schrup, is now president.

—

J. B. Levison, president of the Fireman's Fund group, who has been touring Egypt and the Holy Land, is expected to return to his office Jan. 25. Accompanying Mr. Levison on the trip are Mrs. Levison and their son George, who recently graduated from Stanford University.

—

William J. Dutton, formerly president of the Fireman's Fund and still a director of that company, has returned from a trip to Havana.

—

Edward R. McGee of Chicago, son of William H. McGee, prominent New York marine underwriter, is receiving the congratulations of friends on the arrival of a daughter this week. Two daughters now compose the junior half of the family. Mr. McGee has been in the Chicago office of his father's company for the last 20 months.

—

Wesley E. Monk, who resigned as commissioner of insurance of Massachusetts last September, as a result of the opposition of the governor and others to the promulgation of new automobile liability insurance rates for 1929, has been made general counsel of the Massachusetts Mutual Life. Mr. Monk will locate at Springfield, Mass.

—

Members of the Kansas Blue Goose and friends of **C. W. Fort,** retired Kansas state agent for the Home, are giving a dinner in honor of Mr. Fort in Kansas City, Monday night, Jan. 28. A large number of former associates of Mr. Fort in the Kansas field, many now company managers, are expected to attend and pay their respects to the dean of Kansas field men, who retired Jan. 1 after some 45 years of continuous service in Kansas.

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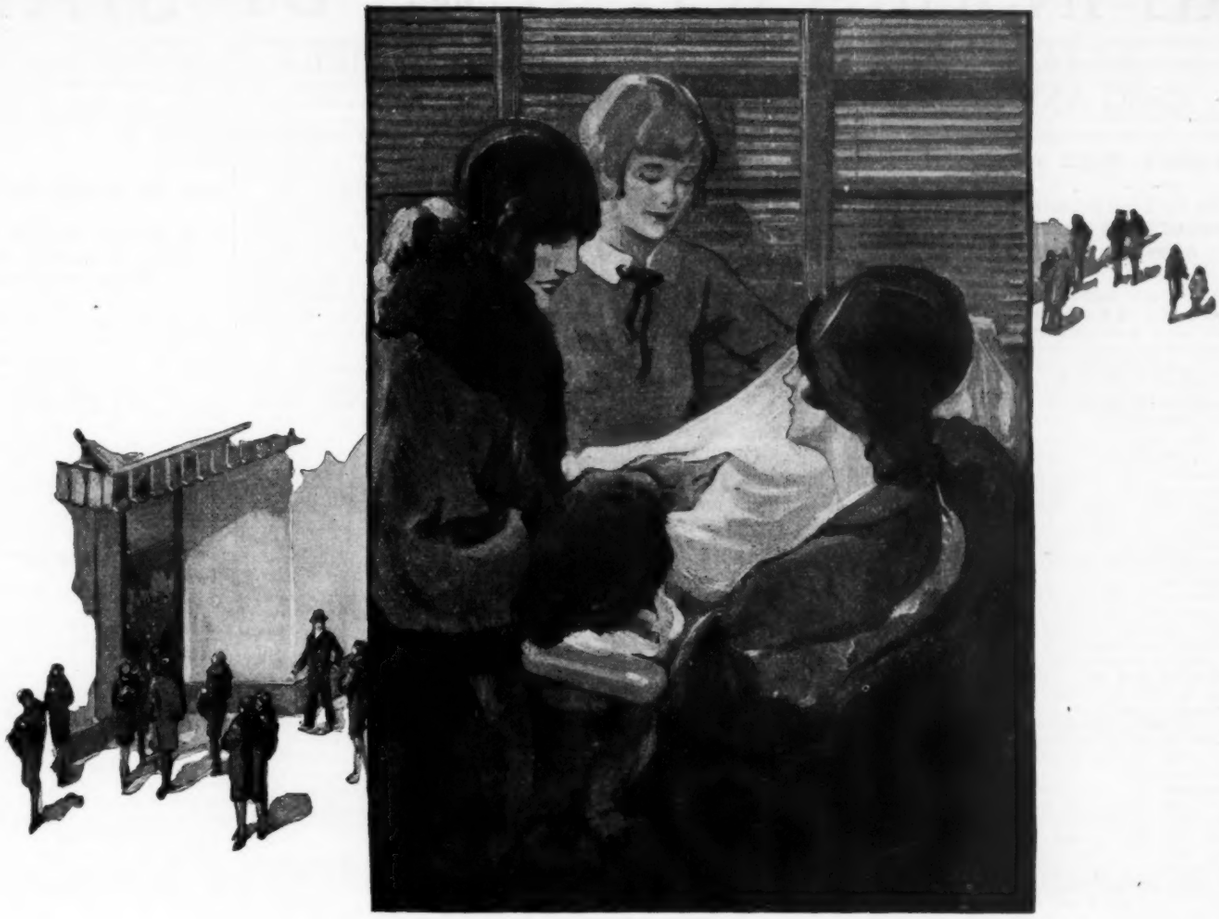
Alfred B. Paul, 65, well-known Columbus, O., local agent, died at his home there this week, following an operation. He had been in the insurance business 30 years and was a past president of the Columbus Insurance Association. He was a native of England.

—

Charles Martin of Kansas City, Mo., retired state agent of the Norwich Union, who has been in ill health for more than a year, is now confined to his hotel, and is in a serious condition.

—

E. G. Richards, who was formerly United States manager for the North British & Mercantile, is spending a couple of weeks in San Francisco before sailing for the Hawaiian Islands. Mr. Richards retired from the North British, April 30, 1919.



INSURANCE IN INDUSTRY

VISUALIZE a vast retail department store—where one may purchase necessities and luxuries from every corner of the globe. Such concentration of merchandise was undreamed of just a few generations ago.

Have you ever stopped to realize that insurance makes this centralization possible? Fire Insurance — Marine Insurance — Transportation — Rent — Explosion — Windstorm — Sprinkler Leakage — Use and Occupancy and Profits. These and other forms protect raw materials and manufacturing operations. Insure continuity of output. Pay anticipated profits. Safeguard credits. Without insurance protection, unexpected catastrophes would break beyond repair many links in the chain of commerce.

Is it any wonder that buyers of insurance protection are demanding the best? Demanding financial strength to withstand the greatest catastrophes? Demanding quick, courteous loss adjustments? Anticipating this growing demand for the soundest insurance, agents should, and can do so to their advantage, recommend strong stock fire insurance companies—like the AMERICAN EAGLE.

AMERICAN EAGLE
FIRE INSURANCE COMPANY
EIGHTY MAIDEN LANE, NEW YORK, N.Y.

ERNEST STURM, Chairman of the Board.
PAUL L. HAID, President.

CASH CAPITAL—ONE MILLION DOLLARS

NEW YORK · CHICAGO · SAN FRANCISCO · DALLAS

FIRE INSURANCE NEWS BY STATES

OHIO AND WEST VIRGINIA

AKRON AGENTS MAKE PLANS

Decide to Link Up Local Publicity With the National Board Display Advertising

The Akron, O., local agents following closely on the action of the Canton Insurance Club, have perfected arrangements for tying up local advertising with display advertising of the National Board. The agents will conduct a cooperative campaign in local Akron papers. J. W. Longnecker, advertising manager of the Hartford Fire, visited Akron and explained the advertising plan to the agents. The agents will use their own names and run a localized advertisement alongside each display of the National Board. There are 21 Akron agents participating in this campaign. The Akron agents' copy is as follows:

It all depends on one man.

"Fire insurance is built entirely on confidence, your own confidence in the company which insures you, and in the agent who writes the insurance.

"You buy definite measure of service to be performed if you are visited by calamity. The insurance company lives up to the agreement made for it by the agent. He is the man who determines today what the insurance company will do months or years from now when fire destroys your property.

"It all depends on one man—your agent. He will be certain to see that every possible loss is forestalled.

"The agents who have joined in this advertisement represent the companies back of the message printed alongside of this, and the membership of those companies in the National Board of Fire Underwriters is in itself a pledge of dependability. And the service we give must measure up to the high ideals of up-to-date insurance protection.

"Call by telephone. Mention this advertisement." (List of names.)

OHIO APPOINTMENT WILL BE MADE SOON

Seventeen candidates are seeking the position of insurance commissioner of Ohio. Governor-elect Myers Cooper has not made his selection but it is predicted that an announcement will be made within a few days. Two men who have been connected with the work of the department in recent years are among the candidates, Judge C. S. Younger of the attorney general's department, who has handled the legal work of the insurance department, and C. C. Beals, chief examiner in the department. A candidate who is being more prominently mentioned recently is Judge Frank W. Geiger of Springfield.

INTERESTING RADIO TALKS HAVE BEEN SCHEDULED

Radio talks scheduled to be given within the next few months from station WEAO of Ohio State University include the following: Allen C. Guy of the Western Adjustment, on "Safety Measures Before and After the Fire"; F. O. Evertz of the Ohio Inspection Bureau, on "Electric Wiring and Appliances"; H. P. Winter, farm special agent of the Continental, on "Location of Farm Buildings"; Arthur Lohmeyer, state agent of the Aetna, on "Lightning and Spontaneous Combustion"; and Eugene F. Gallagher of the Ohio Inspection Bureau, on "Petroleum and Its Products."

Charles H. Coates, vice-president of the National Liberty, was in Columbus last Tuesday conferring with the National Liberty forces of that state.

ADOPT ADVERTISING SCHEME

Canton Insurance Club Will Connect Up Its Publicity With That of National Board

Manager H. E. Buehler of the Canton Insurance Club of Canton, O., announces that the organization has voted to tie up with the 1929 advertising plans of the National Board. It has about 20 members. H. E. Fife is president. The Canton agents were recently addressed by John W. Longnecker, advertising manaber of the Hartford Fire, who explained the plan on behalf of the public relations committee of the National Board. The agents had before them a detailed plan written out, including the necessary layouts and advertising copy. This had been prepared by Mr. Longnecker for the benefit of members. The revised advertising schedule of the National Board plan in Ohio calls for an advertisement in the "Repository" of Jan. 8 and 22, and the "News" Jan. 15 and 29.

The advertising of the agents is scheduled to appear alongside of and in connection with the National Board advertising. It is the plan of the Canton agents to continue this advertising, running a message of some sort in connection with each National Board advertisement during February, March and April.

Local Agents' Message

The Canton agents gave the following message in January in their advertising:

"When competitors get together.

"We are competitors in the insurance business. Yet we are banded together and are spending our money jointly to tell you that we are back of the message of the National Board of Fire Underwriters printed alongside our own.

"First, because we are all agents of companies that are members of that board which is organized for service and not for profit and we hope by our united efforts to emphasize to the people of Canton the importance of sound fire insurance.

"Second, because each agency in Canton can, if given the opportunity, study your individual needs and apply to those needs the special services of the stock fire insurance companies. We ask you to tell your insurance agent what you have and let him tell you how to keep it.

"Use the telephone. Mention this advertisement."

(After this follow the signatures of the agents joining in the campaign.)

OHIO LOSSES ABOVE NORMAL

Dwelling House Fires Predominate in Reports—Cleveland Shows Improvement in Latter Months

CLEVELAND, Jan. 16.—Fire insurance profits in Ohio have been slightly below normal for the year 1928 with conflicting reports in various sections due to varying losses.

In the northern part of the state a 20 percent increase in fire loss is reported by adjustment companies. The majority of companies operating in this district claim a profit for the year with some of the minority group reporting the first business loss in several years. A general survey here indicates a small average profit for 1928.

Principal Fires in Cities

Principal fires of the past year in Ohio have been in the cities. Villages, however, in certain sections of the state have shown notable increases in number of fires and amount of loss. Dwelling houses have predominated in the record with the revelation that Class A risks are deeply involved. In Cleveland the agencies have detected an unusual trend in this direction. Apartment houses have suffered considerably in spite of the fact that modern day structures are being built of protective materials and according to improved fire standards. The cigarette is responsible for the increase in dwelling losses according to records in Cleveland. The fact that women smokers have greatly increased the use of cigarettes in the last year is held responsible for the jump in Class A losses. One agency in Cleveland reports every loss with a single exception in Class A risks. The increase of rates or the installation of a deductible clause is mentioned as a possible remedy for such a problem. The fact that people are drinking their intoxicants at home more than ever before is also said to be a cause of dwelling conflagrations.

Early Fires Disastrous

Cleveland suffered heavily the first two or three months of the year on account of large fires, but recuperated somewhat during the remaining period. The two largest fires of the early months involved the J. B. Pearce Company plant, which also housed the Lake Erie Hardware Company and the Brickman Stove Company. Total settlement was $264,860. Another fire over the quarter million mark took place on Jan. 27, when a large brick structure housing three millinery companies was completely gutted with a total loss of around $300,000. The general improvement in the situation toward the end of the year is expected to go on and agencies are optimistic regarding the coming season. The moral hazard is not considered any greater than it was a year ago.

STRUGGLE IN WEST VIRGINIA

About 50 Percent of the Agents Have Signed the New Commission Contract for 1929

CHARLESTON, W. VA., Jan. 16—The situation in West Virginia affecting agents signing the new commission schedule sent out by companies belonging to the West Virginia Uniformity Association is considerably confused and the waters are quite muddy. The West Virginia Uniformity Association offered the agents 20 percent flat, which is what they get now, if they do not represent any non-association companies or a graded scale of 15 and 25 percent if they do have mixed agencies. The West Virginia Association of Insurance Agents has notified its members not to sign the agreement until fully advised by the association. The association claims that owing to the peculiarities in West Virginia, the agents are entitled to a higher commission. Owing to the opposition of the West Virginia Association of Insurance Agents, many have not signed the agreement and a number declare they will not do so.

Inasmuch as the association seems to be ready to sponsor an anticompact bill that will prevent an agreement on commissions, it is supposed that many agents are holding back hoping that such a measure will get through the legislature this winter. In some sections the feeling against the companies is decidedly bitter. The field men are finding it very embarrassing because some of their agents have signed and others have not. In their effort to get those that have not signed to place their names on the dotted line, they are met with many rebuffs. One authority states that about 50 percent of the agents have signed the agreement.

The companies in the association notified the agents that unless they signed the new contract by Jan. 1, automatically they would be put on the 15 and 25 percent basis. When the commission accounts, therefore, for January have to be paid there undoubtedly will be an even greater issue brought about. Many agents now on a 20 percent flat commission basis declare that they will not recognize the 15 and 25 percent agreement.

TRY TO BLOCK INSTALLATION

L. L. Roberts Declares Some Agents Throw Obstacles in the Way of Plants Being Protected

L. L. Roberts of the Cleveland office of the Grinnell Company, automatic sprinkler organization, in his address before the Ohio field men said that he was still encountering some agents in Ohio who deliberately sought to block installation of automatic sprinkler protection in plants of their clients. It was brought out during discussion of his address that these agents are now to be reported to the inter-relations committee of sprinkler companies and stock companies so that the stock companies may take steps to protect their interests in the matter.

Purchasers Get Value

Mr. Roberts said the Grinnell Company was exercising every care to protect the interests of local agents where automatic sprinklers were being considered. On the subject of cost of sprinklers from the well-known sprinkler companies, Mr. Roberts said that these costs were sometimes criticized just as the cost of insurance in the stock companies was criticized by those who purchased insurance. In both cases, said Mr. Roberts, purchasers got the value for which they paid.

Whether a business man should use the time-payment finance method for paying for automobile sprinkler equipment, or where the money was available, pay cash for the system, depended upon the value of liquid capital to the manufacturer. Even though cash was available, many manufacturers or building owners considered it wise to keep their capital in liquid form for use in emergencies. Sometimes sprinkler systems are bought under a leasing plan which gives the building owner an optional purchase for a given sum, due usually when the last payment would normally be due. Under this plan, the cost of the leasing, being an operating expense, may be charged to the expenses of plant operation, thus reducing the income tax.

Three Points Emphasized

Mr. Roberts emphasized these points: (1) that in the long run it was good business for any agent to encourage installation of automatic sprinklers in order to perform a service which would retain the fire line and the contact for casualty and other insurance premiums; (2) that neither the sprinkler companies nor the insurance agents were justified by ethical principles or practical results in bringing in low cost competition against the other; and (3) that the interrelations committee of the sprinkler companies and the stock fire companies now promise to provide a definite method which would enable both groups to promote their own interests without sacrificing the interests of either.

Would Abolish Ohio Fire Marshal

The joint legislative committee on economy of the Ohio general assembly recommended to the assembly this week that the office of the state fire marshal be abolished and that the duties of the office be transferred to other state divisions. It would have the division of factory and building inspection look after hazards and the proposed department of public safety look after investigation of suspicious fires. Fire insurance companies are taxed one-half of 1 percent on their premiums for the maintenance of the fire marshal's

LOYAL TO PRINCIPLE—TO LOYAL AGENTS, LOYAL

NEAL BASSETT, President
A. H. HASSINGER, Vice President
JOHN KAY, Vice President and Treasurer
WELLS T. BASSETT, Vice President

JANUARY 1ST, 1928, STATEMENTS

ORGANIZED 1855

FIREMEN'S INSURANCE COMPANY
OF NEWARK, NEW JERSEY

ASSETS	LIABILITIES	CAPITAL	NET SURPLUS	SURPLUS POLICYHOLDERS
$40,000,136.83	$19,459,279.01	$7,500,000.00	$13,040,857.82	$20,540,857.82

ORGANIZED 1853

THE GIRARD F. & M. INSURANCE COMPANY
OF PHILADELPHIA, PA.

$6,000,966.28	$2,930,594.84	$1,000,000.00	$2,070,371.44	$3,070,371.44

ORGANIZED 1854

MECHANICS INSURANCE CO.
OF PHILADELPHIA, PA.

$4,828,245.29	$2,820,808.68	$600,000.00	$1,407,436.61	$2,007,436.61

ORGANIZED 1866

NATIONAL-BEN FRANKLIN FIRE INS. CO.
OF PITTSBURGH, PA.

$4,907,721.63	$2,557,216.60	$1,000,000.00	$1,350,505.03	$2,350,505.03

ORGANIZED 1871

SUPERIOR FIRE INSURANCE CO.
OF PITTSBURGH, PA.

$4,835,369.35	$2,520,317.56	$1,000,000,00	$1,315,051.79	$2,315,051.79

ORGANIZED 1870

CONCORDIA FIRE INSURANCE CO.
OF MILWAUKEE, WIS.

$5,250,424.26	$2,567,447.92	$1,000,000.00	$1,682,976.34	$2,682,976.34

ORGANIZED 1886

CAPITAL FIRE INSURANCE CO.
OF CONCORD, N. H.

$760,298.04	$375.00	$300,000.00	$459,923.04	$759,923.04

TOTAL OF ASSETS
$66,583,161.68

TOTAL OF LIABILITIES
$32,856,039.61

TOTAL NET PREMIUMS
$25,684,495.78

WESTERN DEPARTMENT
844 Rush Street
Chicago, Illinois
H. A. CLARK, Manager
Assistant Managers
H. R. M. SMITH
JAMES SMITH JOHN R. COONEY

EASTERN DEPARTMENT
10 Park Place
NEWARK, NEW JERSEY

CANADIAN DEPARTMENT
461-467 Bay Street
TORONTO, CANADA
MASSIE & RENWICK, Limited,
Managers

PACIFIC DEPARTMENT
60 Sansome Street
San Francisco, California
W. W. & E. G. POTTER,
Managers

LOYAL TO PRINCIPLE—TO LOYAL AGENTS, LOYAL

office and about $100,000 is usually appropriated for its management, although the tax brings in about $185,000.

W. B. Hubbell Is Ill

W. B. Hubbell, chief electrical inspector at the Cincinnati office of the Ohio Inspection Bureau, has been confined by sickness to his home for the past month. Mr. Hubbell is well known to rating bureau and other electrical inspectors throughout the middle west as he served as president of the western section of the International Association of Electrical Inspectors for one term a few years ago.

Bureau Committees Named

C. Earl Gibbs, state agent of the Old Colony and the Boston, and president of the Ohio Association of Fire Underwriters, announces the appointment of his committees for 1929 as follows: Clearance committee, William Rardin, chairman, Ray R. Dillon and L. A. Balles; loss committee, Alfred S. Snow, chairman, D. C. Morgan and Wilson A. Pryce; entertainment committee, L. E. Kietzman, chairman, R. B. Atwell and S. W. Lively.

Gathered Information in Chicago

Wilbur E. Benoy, chairman of the insurance legislation committee of the Ohio Bar Association, has been in Chicago obtaining information from insurance companies to be used by his committee. The Ohio Bar Association appointed its insurance legislation committee and offers the service and aid of this committee to the Ohio legislators, should their members desire such aid and advice when insurance legislative matters are pending. Mr. Benoy is a partner of Harry L. Conn, former insurance commissioner of Ohio.

Winnard Endorsed for Post

Chief W. S. Winnard of the Ohio Inspection Bureau has the endorsement of five county political organizations for the position of state fire marshal of Ohio. He is endorsed also by a state central committee. Chief Winnard is well known for his fire safety work over the entire state. Last year he made 20 addresses in 26 towns and cities. In most of these, bond issues affecting fire protection were pending when his addresses were made.

Would Reduce Ohio Tax

A bill has been introduced in the legislature to reduce the state insurance tax from .3 to 2½ percent, where it was prior to the last session of the general assembly. Myers Y. Cooper of Cincinnati, the new governor, has declared in favor of the reduction.

A resolution has been introduced asking for fireproof quarters for the workmen's compensation fund division, the records of the commission being exposed to fire hazards in its present quarters. The legislature at the present session also may take action toward the erection of a new state office building.

Continue West Virginia Work

At the annual meeting of the West Virginia Fire Underwriters Association at Washington, D. C., last week, it was unanimously decided to continue the work of the fire prevention department. Every member pledged himself to be more active in fire prevention work the coming year. The executive committee was authorized to work out a detailed plan of having fire prevention committees operating at different points in the state, in order to arrange for and carry out town inspections in future. A definite system in this respect will be formulated and presented to the executive committee at its next meeting, early in February. Last year was the first time the West Virginia association adopted and carried through an organized fire prevention education and town inspection campaign similar to that which the other state associations have been conducting for several years.

New Springfield Local Agency

The Lee R. Drake Company is a new local agency at Springfield, O. Mr. Drake has had 11 years experience with the Ohio Inspection Bureau and two years of engineering experience with a large local agency at Springfield. The new agency represents the Aetna Underwriters, First American Fire, New England Fire and Century Indemnity.

Will Continue With Granite State

Elmer F. Carnes continues as state agent of the Granite State in Ohio. Mr. Carnes was also state agent of the County Fire, before the Great American took over the business of that company. He will continue to supervise the business of the Granite State.

Garrett Takes New Post

George A. Garrett, who has been appointed state agent in eastern Ohio for the Automobile of Hartford, will make his headquarters at 622 Leader building in Cleveland. Mr. Garrett has been with the Automobile for the past 12 years. He spent four years in the service department, was state agent in Indiana for a time, and recently has been in San Francisco. August B. Fipp continues as state agent for western Ohio.

Inspections Are Completed

National Board engineers have recently finished inspection of fire protection facilities in Marion and Alliance, and are now working in Springfield. Cities to be visited when the Springfield work is done include Ashtabula and Elyria.

Firemen Went Off Duty

The entire paid fire force of seven men in Euclid Village, O., went off duty about ten days ago because of lack of funds with which to pay them. The embarrassing financial position of the village is due to the failure of a three mill tax levy to carry at the last election.

J. A. Gavin Is Married

J. A. Gavin, special agent of the Continental, put over a real surprise on his friends in the Ohio field by keeping his recent marriage secret for some time. He was married about one month ago to Miss Martha Jones of Cleveland. Mr. Gavin was receiving congratulations of his friends at the meeting of Ohio field men in Columbus last week.

Need for Action Seen

A typical instance of waiting until after the fire to purchase fire apparatus, occurred in Lima, O., following a fire which did great damage to the county courthouse there. On the same day the fire occurred the city commission met in the evening and hastily approved an appropriation of $42,000 for purchase of fire equipment, an appropriation which had been pending for months, but which had met with serious opposition. The courthouse fire demonstrated beyond all doubt need for immediate action.

Ohio Insurance Committee

The new insurance committee of the Ohio house of representatives is made up as follows: Abele, Cuyahoga, chairman; Nailor, Franklin; Cady, Hamilton; Bostwick, Madison; Bittinger, Ashland; Lewis, Mahoning; Immell, Ross; Lindsey, Hamilton; Stevens, Montgomery; McClister, Summit; Burlingame, Noble; Baldwin, Medina, and Morgan, Cuyahoga county.

Many Ohio Losses Reported

The new year started off in Ohio with quite a number of large fires, and there seems to be no letup yet. It is probable, however, that the losses will not be so great as the first reports from the various cities in which the fires have occurred. For instance, the first reports gave the loss in the Lima, O., courthouse at $600,000, but this has simmered down, according to news from that city, to about $200,000. At Portsmouth, the Union Street school building was burned with a reported loss of $100,000. The insurance is said to be 80 percent. The school fire in Portsmouth was the second big blaze in a few days, the other having caused a loss of $135,000.

Two houses and three business concerns, the Buckeye Lumber Company, Smith Hardware Company and Irvin Machine Company at East Liverpool, O., were burned with a loss of $150,000. At Mt. Vernon an A. & P. grocery store, Joseph Levinson's shoe store, Amos Silott's auto shop and several other places of business were burned with a loss of $60,000.

Ohio Federation Busy

COLUMBUS, O., Jan. 16.—With the opening of the Ohio general assembly, the Insurance Federation of Ohio has gotten down to hard work at its offices here. Mrs. M. L. Fletcher, the executive secretary, is in charge of the office, and cooperating with her is Trafford Tallmadge, secretary of the federation. It is the purpose of the organization to watch legislative matters very carefully and to keep the members of the organization promptly and fully advised as to all subjects of interest to them.

Fred Rauh Enters Old Firm

Fred Rauh, son of Louis L. Rauh of the Frederick Rauh agency in Cincinnati, has been made a member of the firm. Mr. Rauh has been working in the agency for the past two years. He is the third generation represented in the agency.

New Agency Is Established

The Cincinnati Automobile Insurance Agency Company has been organized to represent the Motorists Mutual of Columbus. Carl Mittendorf, son of A. E. Mittendorf, prominent in Ohio automobile circles and vice-president of the Motorists' Mutual, is to be manager of the Cincinnati agency. Offices will be established by the agency at 914 American building from which it expects to begin operations in about ten days.

New Cleveland Class 1 Members

CLEVELAND, Jan. 16.—Frank J. Durst, 17138 Lorain avenue, who has been engaged in the insurance business for a number of years, has filed application for Class 1 membership in the Insurance Board of Cleveland. He will represent the National Liberty, National Union, and Birmingham Fire.

The Freer-Heene Company, Union Trust building, general agents for the Eagle Indemnity, has opened a fire department and has entered application for Class 1 membership. It will represent the Girard Fire & Marine and the Republic Fire.

Cleveland Board Annual Meeting

CLEVELAND, Jan. 16.—The annual meeting of the Insurance Board of Cleveland will be held Feb. 13. New trustees will be elected at this time and the board will hear the reports of its officers and various committees. Action on these reports together with other important business will feature the annual session.

Harrod Goes to Dayton

A. C. Harrod, who has been connected with the Western Adjustment at Columbus, O., for the last two years, has been transferred to Dayton, O., as chief staff adjuster. He is one of the prominent men in the adjusting business.

Conditions at Wheeling, W. Va.

Engineer Hopkins of the National Fire Protection Association met with the recently created fire prevention committee of the Wheeling, W. Va., safety council. The city lacks a fire prevention code, an inspection ordinance and a good building code. Salvage covers were added to the fire department equipment recently and they have been used with satisfactory results. The department is very short of men. The single shift system is still being used.

Smith Pays Ohio a Visit

C. H. Smith, assistant general agent of the Hartford Fire in the west, visited Ohio last week and in connection with the field men saw some of the larger agencies.

Home of New York at Tiffin

Noble & Fiege, who have represented the Home of New York at Tiffin, O., for over 30 years, are exclusive agents for this company. The new Ohio Handbook states that Garrett & Felton are also agents. The latter agency represents the Home Fire & Marine and not the Home of New York.

Ohio Agency Changes

Recent sales and changes in Ohio agencies include the following:

In Bellefontaine the agencies of C. L. Lynn and Chester Pierce have been consolidated as the Chester Pierce agency.

The E. E. Mieksell agency in Eaton has been transferred to S. S. Hawley.

Harold E. Reed, Garrettsville, has purchased the W. M. White agency of Hiram.

Oliver E. White has purchased the David N. Frost agency at Payne.

The Lawrence J. Hallett agency in Swanton has been sold to Brailey & Ackerman.

The W. F. Carpenter agency at Willard has been sold to Latham N. Benedict.

Landes & Landes of Wooster have purchased the Curie & Zaugg agency in that city.

Ohio Notes

Joseph C. Ellis, insurance agent at Lorain, died Sunday night of this week.

The Frank C. Holden agency, Van Wert, O., has been transferred to R. B. Walters.

The Keystone Insurance Agency of Lima, O., has been incorporated by H. A. Crider and others.

Henry C. Wiseman, 73, one of the founders and until his death vice-president of the Ohio Hardware Mutual, died a few days ago at his home in Springfield, O.

Jeremiah Nicholas Mulroy, 78, retired fire insurance man of Cincinnati, died from injuries received when he was knocked down by a street car. He formerly was active in politics.

The Lamb block in the downtown section of Delaware, O., was burned Monday. The loss is placed at $60,000. The Boston store, Knights of Columbus club rooms and other concerns suffered damage.

Recent deaths of agents in Ohio include E. M. Harper, Wellston; Ernest P. Johnson, Newark; G. S. Stuhldreher, Barberton, and Carl T. Bauch, Oak Harbor. The Bauch agency has been sold to L. L. Carstenson.

William L. Bland of Cincinnati, who has been operating the Bland Insurance Agency with Mrs. Bland, has been made manager of the insurance department of the Grosbeck-Dickson-Kahn Company. The Bland Insurance Agency will be managed by Mrs. Bland.

The Rialto Theater Building in the heart of Hamilton, O., was burned Monday with a loss estimated at $150,000. Several business houses, including the Anderson Furniture Company and the Sportsmen Supply Company, were wiped out.

Fire this week caused a loss of $25,000 at Sherrodsville, O. An over-heated stove in the mayor's hardware store caused the blaze. Just a few years ago 17 buildings in the town were burned with a loss of $75,000. Eight buildings were burned in the fire this week.

Fire in Fostoria, O., this week destroyed the Bee Hive department store and threatened the entire town. The store's loss is placed at $15,000 and the damage to the building $20,000. It is stated that the loss is partly covered by insurance.

The Motor City Agency has appointed C. I. Istock as manager of its insurance department in the Cincinnati office. This is the agency which handles the insurance for the Universal Credit Company, the finance organization of the Ford Motor Company. Cincinnati offices will be on the eighth floor of the American building.

Price Not Only Factor

A chain store, which had restricted its advertising to price quotations, was influenced to try another plan. It made a test on eggs—told about their size, freshness, cleanness, healthfulness—no mention of price. Egg sales exactly doubled, and the character of the advertising so attracted other purchasers to the store, sales for all other departments were greatly increased over normal. Evidently price is not the only factor of interest!

Let every dawn of morning be to you as the beginning of life and every setting sun be to you as its close; then let every one of these short lives leave its sure record of some kindly thing done for others, some goodly strength or knowledge gained for yourself.—Ruskin.

CENTRAL WESTERN STATES

INDIANA LOSSES FOR YEAR

Flying Sparks Caused Most Fires—Dwellings Suffered Largest Number of Losses in State

INDIANAPOLIS, Jan. 16.—Fires in Indiana in the last fiscal year resulted in damage of $6,874,263, according to a report just completed by G. H. See, chief clerk in the office of Alfred M. Hogston, state fire marshal. Flying sparks caused the largest number of fires, being responsible for 1,739 of the 4,777 fires, while 203 were due to defective electrical wiring, 377 to defective flues and 313 to overheated stoves. Matches were listed as the cause of 107 and cigarettes were responsible for 87 fires. Fifty-nine were of incendiary origin. The property loss from incendiary fires was $57,968 and the loss to contents of property was $37,488. Insurance on the property fired by incendiaries was $121,825 and on the contents $61,135.

The total damage to buildings was $4,201,572 and to contents $2,672,691. Insurance totaled $34,280,531 on buildings damaged by fire and $10,747,881 on contents.

Dwellings were the class hardest hit, the report showed. Loss on 3,332 dwellings was $1,657,095 and to contents $540,780. Twenty-eight church fires are shown, with damage of $50,927 and to contents $7,113.

Report on Springfield, Ill.

The gross fire loss for the past five years in Springfield, Ill., is given as $2,694,835 in the report of the National Board engineers. The loss varied from $385,351 in 1923 to $776,665 in 1924. The number of actual fires averaged 732, varying from 602 in 1927 to 839 in 1923. The number of fires per 1,000 population based on an average population of 63,700 was 11.5 and the average annual loss per capita was $8.46, both very high figures; the average loss per fire was $736, a moderate figure.

In the congested value district group to block fires are probable at many locations, but wide streets, open space and the fairly good fire-fighting facilities should prevent sweeping fires. In some industrial and minor mercantile groups spreading fires are likely, but in most the hazard is local. The hazard is low in residential districts.

Guard Insurance Interests

LANSING, MICH., Jan. 16—An experienced man has been chosen by Speaker Fred Ming to head the insurance committee of the lower house of the Michigan legislature. The new committee chairman is Joseph C. Armstrong, Detroit. On the committee also is James M. Wilson, well known Kalamazoo agent. In view of the fact that senate committee is headed by Alex Cowan, a Port Huron agent, organized insurance forces of the state are expecting that the best interests of the business will be well guarded and prompt attention given to proposed legislation worthy such consideration.

Would Extend Process

LANSING, MICH., Jan. 16—A company would be compelled to answer process in the county of a policyholder under provisions of a bill introduced in the Michigan legislature last week by Senator Herbert J. Rushton of Escanaba. The measure is aimed to reduce expense and inconvenience in bringing actions involving the companies, according to its sponsor.

Processes involving foreign companies licensed in this state must now be issued by the Ingham county circuit court, within whose jurisdiction is Lansing and served upon the commissioner of insurance while in instances of Michigan companies, processes are issued and served in the home counties of the companies.

Explosion Loss at Lansing

LANSING, MICH., Jan. 16.—The second explosion in the same district within the past year and a half caused a loss of $10,000 or more, including much plate glass damage, when a cleaning plant of the Riker Dry Cleaning Company was totally demolished in an unexplained blast which shook up the entire business district. The main building was not seriously damaged except for shattered windows, but the small detached cleaning plant where highly explosive cleaning fluids were used and stored was rendered a mass of twisted wreckage.

Insurance men interested estimated that more than 150 windows were broken by the blast. Several stores on Washington avenue, the main business street, less than a block away from the cleaning establishment, suffered glass breakage for the second time in a few months, the other loss having been sustained when a mysterious explosion wrecked the Michigan Beverage Company, in the same vicinity, in the spring of 1927. Several of the companies writing plate glass coverage for these concerns were thus doubly hit.

Indiana Blue Goose Committees

INDIANAPOLIS, Jan. 16—Lon D. McConnell, most loyal gander of the Indiana Blue Goose, announces the following as chairmen of the pond's standing committees: D. D. Fitzgerald, entertainment; George R. Pritchett, stunt; W. P. Ray, golf; T. R. Dungan, sick committee; John W. Noble, attendance. Plans are being made for an initiation to be held Feb. 11 in connection with an evening beefsteak dinner.

Modify Order Against Holdens

LANSING, MICH., Jan. 16—Modification of the verdict against E. N. Holden, former secretary of the Patrons Mutual Fire; his brother, B. A. Holden, and son, H. P. Holden, who operated the Holden agency, was allowed by the supreme court in an order entered the past week. Under the opinion, the Holdens must pay the company $10,782, while the company is ordered to allow them proper compensation under an agency contract, which was attacked by the company as

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SAN FRANCISCO INDIANAPOLIS DULUTH
DETROIT BUFFALO RICHMOND

HANOVER

OVER THE TOP

Hanover Agents and Employes greatly oversubscribed the Company's recent new stock issue. There's a reason.

"Confidence in its Management and its future"

$2,500,000 CAPITAL (*July 1st., 1928*) $6,276,255 NET SURPLUS $15,079,765 ASSETS

The HANOVER FIRE INSURANCE COMPANY *of New York* *Charles W. Higley, Pres.*

designed to benefit the agency at the expense of the company. Misappropriation of the company's funds had also been charged.

Big Loss on Radio Store

DETROIT, Jan. 16—Fire, attributed to defective wiring, caused $150,000 damage to the building occupied by Dave's, a radio and auto accessory store, and the stock and fixtures this week. The flames started in the southeast corner of the Economy building and got between the outer and inner walls, working up into the ceiling of the ground floor. There were no flames and very little smoke until firemen started to chop into the walls. Most of the damage was caused by water and falling plaster, which ruined a large stock of radios, broke every showcase on the first floor and damaged thousands of dollars worth of automobile equipment. Firemen found the walls about the electric wiring charred deeply and the electrically controlled clocks had stopped at 5:15 a. m., nearly an hour before the blaze was discovered. Both the building, which is eight stories high, and the store are owned by David Berlin.

Good Record at Newaygo

While Newaygo, Mich., has never competed in the inter-chamber fire waste contest conducted by the National Fire Waste Council, in which its neighboring city of Fremont was awarded first prize in 1927 for cities in its class, constant efforts have been made in Newaygo, particularly through education and inspection, to lessen the fire hazard and lower losses there. That this campaign has borne fruit is evidenced by figures given out by Fire Chief E. J. Peterson, which show a per capita loss for 1928 of only six cents. This compares with a per capita rate of $1.28 in 1926 and $1.99 in 1927. Speaking of the record made last year by Newaygo, Chief Peterson says that while luck figures largely in the attainment of such desirable results, much responsibility rests upon the general public. This for the reason, he points out, that their efforts in eliminating fire hazards on their own premises and the exercise of caution at all times are largely responsible for the lowered figures.

Lansing Association Elects

LANSING, MICH., Jan. 16—The annual election of the Lansing Association of Fire & Casualty Underwriters resulted in the choice of Carl Trager as president. Mr. Trager operates the insurance division of the J. W. Bailey real estate concern here. Other officers are: W. Everts Rouse, vice-president; Hazen Hafer of the Dyer-Jenison-Barry agency, secretary-treasurer; Miles Ryder, treasurer. The association is looking forward to an active year.

Rock Island Board Elects

ROCK ISLAND, ILL., Jan. 16—F. J. Budelier was reelected president of the Rock Island Board at the annual meeting; Julius Brandenburg, vice-president; Morris Cook, secretary-treasurer. Mr. Cook succeeds Ray Walker. Directors include Messrs. Cook, C. J. Montgomery, Robert, Bennett, Jr., and J. A. Moran.

Knight Working in Michigan

A. H. Knight, special agent of the National Liberty of New York, is temporarily assigned to Michigan, making his headquarters in the Farwell building at Detroit.

Indiana Notes

The Voigt Insurance & Realty Company has bought the insurance business of Fielding L. Yilson of Jeffersonville, Ind.

Fire at Palmyra, Ind., Jan. 12 caused loss estimated at between $25,000 and $30,000 to the Palmyra Milling Company.

The Glens Falls has moved its Indiana state headquarters and local branch office in Indianapolis to suite 1309 Merchants National Bank building. A. B. Whittemore is special agent for Indiana.

Hugo Logan of Columbia City, Ind., has formed a partnership with Mrs. Russell B. Clapham and will conduct the insurance business of Russell B. Clapham, deceased, under the firm name of Logan & Clapham.

John F. Lance has been appointed special agent of the Spann Company at Indianapolis. Mr. Lance was for several years a leading producer for the Aetna Life at Washington, D. C., and was especially successful with accident insurance.

Articles of incorporation have been filed by the Metcalf Insurance Agency of Indianapolis, with $10,000 capital. The incorporators are Albert C. Metcalf, Jr., Harold Metcalf and Norman E. Metcalf.

Horace W. Carey, chief of the fire prevention bureau of the Indianapolis fire department for the last three years, has been reduced to a private by the board of safety. Virgil T. Furgason, lieutenant of the department, will take his place. Mr. Furgason was chief of the fire prevention bureau before Mr. Carey was appointed to the place.

Articles of incorporation have been filed by the Policy Writers, Inc., of Indianapolis. The corporation has an initial capital stock of $10,000 and is formed "for the operation of a general insurance agency." The incorporators are Donald M. Underwood, J. Y. Smith, George H. Oburn, Peter Cancille, Ralph W. Schneider, Hergert Hartman, Vincent R. Fowler, Walter R. Beard, John W. McGuire and Tom Cinnedge.

Illinois Notes

E .E. Parker, Illinois state agent of the Detroit Fire & Marine, took a dive into high society last week by attending the inaugural ball of Governor Emmerson of Illinois.

Joseph Miller of Peoria, Ill., a director of the Iroquois Fire and president of the Joseph Miller & Sons Lumber Company, died last week in a hospital there following an operation for appendicitis.

The Compton high school, Compton, Ill., was burned to the ground last week with loss of $40,000 to the building and all the school equipment, which was destroyed in the fire. Origin of the blaze has not been determined.

Farmers in the vicinity of Erie, Ill., have pooled in the purchase of a light truck upon which a Barton centrifugal pump will be mounted and other equipment provided. As soon as later subscriptions are received more fire fighting equipment will be provided.

Michigan Notes

The Cosmopolitan Fire of New York is seeking admission to Michigan. The Aero Fire and Aero Indemnity of New York are both seeking admission to Michigan to write aviation business only.

At Copemish, Manistee county, Mich., a $25,000 loss was sustained when fire perilled the business district and was checked only after a hard fight by residents who used snow instead of water to halt the flames. The town has no regular source of water supply. A hardware store and another building in the business district was destroyed and several other stores were imperiled.

1-9-2-9

TO OUR FRIENDS:

With what a feeling of expectancy we begin a New Year!

Building our progress, step by step, on the rich experience of the years that have past—we come to the threshold of a renewed effort—a *New Year.*

From those who are doing big things in the business world, comes the word "1929 is to be the biggest financial year in the history of the country."

May we share success with you?

OUR POLICY

To safeguard and advance the interests of our agents by consistent betterment of our facilities.

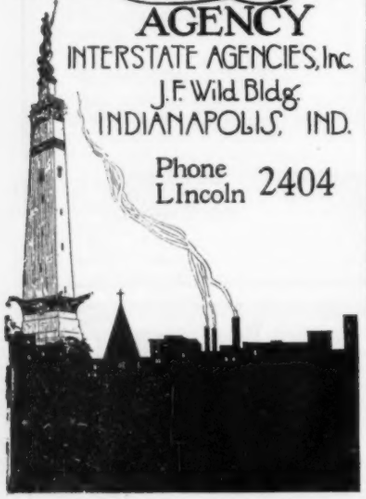
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A. R. Preisendorfer and H. J. Favorite, Special Agents

STATES OF THE NORTHWEST

NEW OFFICERS ARE ELECTED

Earl E. Fisk Made President of Green Bay Commerce Association's Insurance Division

Earl E. Fisk has been elected president of the insurance division of the Green Bay, Wis., association of commerce. Mr. Fisk is chairman of the public relations and education committee of the National Association of Insurance Agents. Other officers elected were: Vice-president, Emil Sonnenburg; secretary, Norris Murphy; treasurer, R. M. Tetzloff. The following executive committee was elected: A. W. Joannes, H. J. Boland, H. R. Erichsen, H. Otto Giesler and J. S. Armstrong.

President Fisk appointed the following permanent committees: Fire prevention, H. Otto Geisler, chairman; legislative, H. J. Boland, chairman; advertising, R. M. Tetzloff, chairman; regulations, H. J. Boland, chairman.

R. F. Malia, secretary of the commerce association, spoke on the association's plans for an insurance course, which is being organized under the direction of Mr. Fisk.

The course will be conducted also by the chamber of commerce in Oshkosh and Sheboygan. It will cover a five-week period and the following subjects will be treated: "Insurance Fundamentals and Principles," speaker W. S. Foster, assistant manager of the North America, Chicago; "Standard Policy Form," Raymond T. Nelson, assistant manager of the Chicago Board and head of the insurance course at Northwestern University; "Fire Prevention and Fire Protection," Frank R. Daniel, chief engineer for the Wisconsin Inspection Bureau. Charles Timbers, chief rater of the Wisconsin Inspection Bureau, will be the speaker on Feb. 19 on the subject "Rates and Hazards." A. L. MacDonald of the A. L. MacDonald Company, Milwaukee adjusters, will close the course Feb. 26 with a lecture on "Adjusting the Fire Loss."

Frink to Appoint Field Man

W. M. Frink, western general agent of the Norwich Union Fire, was in Fargo, N. D., this week. The Norwich Union Fire will have separate field men for the two Dakotas. James J. Cane of Minneapolis is now state agent for Minnesota and the two Dakotas, having Henry L. Larsen, a special agent, assisting. Mr. Larsen was formerly North Dakota special agent and has been working in the Dakota field. Mr. Larsen has resigned and in consequence a separation of the field will be made.

Titus Opens Adjusting Office

W. L. Titus, Fargo, N. D., state agent of the North America, who recently resigned, has opened an adjusting office in the Merchants National Bank building at Fargo. Mr. Titus is an experienced loss man.

H. K. ROGERS AT MANITOWOC

Well Attended Inspection Reveals Many Defects—School Children Return Inspection Blanks

MANITOWOC, WIS., Jan. 16.—One of the best inspections the Wisconsin Fire Prevention Association has ever held in the state took place here last week, when 55 field men of the Wisconsin territory inspected 419 buildings. They found 308 of the buildings to be defective and containing 957 defects.

More than 350 attended the dinner meeting in the evening where the report of the day's work was given. In addition to the report on the buildings inspected, Clarence R. James, secretary, said that 1,273 home inspection blanks were returned by the school children. These showed that kerosene is used to start fires in 72 homes in the city; 157 homes use gasoline or other highly explosive liquids for cleaning clothes.

Mayor Schroeder presided at the meeting. H. J. Girard, president of the fire prevention association, spoke for the inspectors and told of the work they are doing around the state, striving for fire prevention.

Harry K. Rogers, the fire clown, was the principal speaker at the dinner. Mr. Rogers was to have given his show to the school children during the day but due to the influenza epidemic it was deemed inadvisable to get all the children together.

Probe Minnesota Arson Cases

ST. PAUL, Jan. 16.—Coincident with the message of Governor Christianson to the legislature urging that some steps be taken to prosecute arson cases more vigorously, authorities have become active in this direction.

Arson charges against John Luce will be pressed again at Shakopee, Minn. Luce was tried two years ago on a charge of firing a restaurant at Prior Lake, Minn., but the jury disagreed. Now he will be brought to trial again. An inquiry is being made into a fire which did $1,500 damage to a brass factory in St. Paul.

The state fire marshal's office is still investigating two fires at White Bear village, one of which damaged the new armory building and the other wrecking the city auditorium. Both these fires are believed to have been incendiary.

Would Eliminate Compulsory Feature

BISMARCK, Jan. 16.—Governor George E. Shafer of North Dakota in his inaugural address stressed the amending of the hail insurance law to eliminate the compulsory listing requirement of crop lands in all counties where a large majority of the farmers do not regularly employ this insurance, amending of the state fire and tornado law and bonding law, and recommending the payment of hail claims through the Bank of North Dakota.

Recommendation for the amending of the hail insurance law is based on the fact that a large percentage of the farmers in the counties where the insurance is not generally carried are put to

the expense and inconvenience of annually withdrawing their lands from the operation of the law, adding to the labor and cost of the operation of the auditor's office in each of such counties and the state hail insurance department, besides creating a feeling of discontent among farm owners. The elimination of compulsory listing would not only facilitate the efficient operation of the department but would result in more general satisfaction among those who contract for this class of insurance.

Uphold Permission Rule

MILWAUKEE, Jan. 16—The question of using insurance service associations in Milwaukee was threshed out here last week by members of the Milwaukee Board and it was decided to keep the present by-law of the board which provides that an agent who wishes to use the service associations must get permission from the board before doing so.

There was some misunderstanding among the members as to whether the service associations could be brought in on risks. One of the members brought in an amendment which would eliminate the present by-law. Most of the members felt that the elimination of the by-law would not clarify the question, for then there would be no rule to guide them. They believed that the best way to test out the by-law and find out whether it was workable, was to follow it out and get permission of the board if they wished to use a service association. When the matter came to a vote, the members defeated the proposed amendment by a two to one vote, on the per capita basis.

Mutuals Elect Officers

ST. PAUL, Jan. 16.—Regular fire prevention courses in grade and high schools and in colleges and universities are favored by O. M. Thurber of the associated mutuals of Owatonna, Minn.

Mr. Thurber made this suggestion in a talk before the annual meeting of the Minnesota mutuals last week.

Mr. Thurber also recommended legislation providing for a special bureau in the state insurance department to give farmers service in fire prevention.

The following officers were elected: President, James Crawford, Beaver Creek; vice-president, Arthur Mitchel, Mankato; secretary, A. E. Anderson, Cottonwood; treasurer, J. B. Thompson, Carlton.

Hold Dinner Feb. 19

MILWAUKEE, Jan. 16.—The annual president's dinner of the Wisconsin Insurance Club, organization of Bureau field men in Wisconsin, will be held the evening of Feb. 19 in Milwaukee. The place will be announced later by the committee, which is headed by Vice-president H. E. Miller of the Concordia.

The club has changed its monthly meeting time to the third Tuesday of the month.

Change Meeting Place

MILWAUKEE, Jan. 16.—The Wisconsin Fire Underwriters' Association, Union organization of field men in this state, held its quarterly meeting here last week. Routine business was taken up and at the luncheon an informal talk on the adjustment of use and occupancy losses was given by William H. Casper, manager of the Milwaukee branch of the Western Adjustment.

The Union field men have decided that their annual meeting to be held in June, will take place at Egg Harbor on the east shore of Green Bay near the city of Sturgeon Bay, rather than at Delavan Lake where it has been held formerly.

Helliwell Gets Halifax

C. P. Helliwell, general agent for the New Brunswick at Milwaukee, has announced that the Halifax has entered Wisconsin, and that he will represent it also as general agent.

Continue Insurance Patrols

MILWAUKEE, Jan. 16.—The Milwaukee Board has decided to continue the operation of the three fire insurance patrols in the city in 1929 and has voted an appropriation for their maintenance.

The summary of the activities of the patrols for December shows that they were in service 172 hours and answered 199 alarms. They made 25 special duty calls. During the time in service they

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WESTERN
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FORT SCOTT, KANSAS

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WANTED—2 SPECIAL AGENTS

One to Travel State of Illinois
and
One to Travel State of Michigan

Company writes Full Coverage Automobile Insurance in One Policy. Also writes Plate Glass & General Public Liability Insurance.

Only those well acquainted with territory and capable of producing results need apply.

Give details as to experience and full information concerning yourself in first letter.

The Liberty Insurance Company
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ADJUSTER WANTED

Automobile, Theft, Fire and Conversion Claims. State experience and salary expected. Address **H-88,** The National Underwriter.

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covered 613 miles and spread 1,313 stock covers and 10 roof covers.

Wisconsin Notes

M. A. Wilkins, one of the oldest insurance agents at Clinton, Wis., died last week.

Arthur W. Schulkamp of the Fish & Schulkamp Agency, Madison, Wis., has been elected president of the State Bank of Madison.

Albert Tichlofen has purchased an interest in the Whitton-Jones local agency at Burlington, Wis. The name has now been changed to the Whitton-Tichlofen agency.

L. C. Hilgemann, vice-president of the Leedom, Miller & Noyes Co. general agency at Milwaukee, has been elected a director of the Meridian Club of Milwaukee.

Dexter D. Black, Racine, Wis., who has been associated with the Metropolitan in that city for the past several years, has purchased a half interest in the L. A. Pease agency in Racine, and will have charge of the insurance business.

Dakota Notes

A meeting of the Dakota Blue Goose will be held at Aberdeen, S. D., Jan. 24. It will take up a considerable amount of business which is before the pond.

IN THE MISSOURI VALLEY

WANT TO BOOST HAIL RATES

Commissioner Hobbs Sets Hearing for January 22—Agitation for State Fund

TOPEKA, KAN., Jan. 16.—An important boost of the hail insurance counties in 15 western Kansas counties and some increase in 27 counties in the extreme western part of the state is proposed by the stock insurance companies writing hail lines in this state. Commissioner Charles F. Hobbs has set a hearing Jan. 22 which the representatives of the companies and the various farm organizations will attend.

New Schedule Provisions

The new schedule provides that in five counties the rates be changed from 4 to 6 percent and that in two the rates be raised from 6 to 8 percent. Eight counties are to be taken from the 10 percent zone and placed in the 12 percent zone. There are now 27 counties in the 12 percent zone, all in the extreme western part of the state. The new schedule provides for a compulsory application of 10 percent deductible without any credit on the rate in the 12 percent zone. The 10 percent deductible clause is made optional over all the other zones with 20 percent credit on the rates where it is made effective.

Mr. Hobbs has asked the hail men what they thought of adding additional zones in the state so that the change would not be so abrupt after the 4 percent zone is passed. It may be that some plan will be worked out whereby the zones will be graduated from 5 to 12 percent if it is possible to operate the zones in that manner.

State Fund Favored

A serious effort is to be made in the Kansas legislature to establish a state hail insurance fund. So many members of the legislature seem to be directly interested in the proposition that it seems probable now that the drive will be made to enact such a plan and put the state into the insurance business.

Since the legislature began William R. Baker, retiring insurance commissioner, and Commissioner Charles F. Hobbs have had several conferences with groups of legislators relative to the plan. Both men are opposed to state insurance but both of them pointed out that they are administrative officers and if the legislature decides to establish that sort of insurance they would help to get the best law possible.

Des Moines Board Elects

DES MOINES, Jan. 16.—At the annual meeting of the Des Moines Fire Underwriters Association the officers elected for the ensuing year were: George W. Tones of the Woodbury-Tones agency, president, for the third time; Dan McEvery, first vice-president; E. H. Mulock, second vice-president (Mr. Mulock is now mayor of Des Moines); John C. Petty, secretary-treasurer.

Among the enterprises set on foot for the coming year is an effort to get a bill through the legislature providing for the licensing of insurance agents, the license to be predicated upon the passing creditably of an examination touching insurance activities and problems.

NEW TAX PLAN IN KANSAS

Joint Legislative Committee Would Put Home Companies on Same Basis as Outsiders

TOPEKA, KAN., Jan. 16.—The joint tax committee of the Kansas legislature has worked out a plan intended to stop the long controversy between the Kansas insurance companies and the state relative to taxes. The committee has introduced a bill to require Kansas companies to pay the 2 percent premium tax now charged against companies writing business in Kansas but incorporated in other states or foreign countries.

The Kansas insurance companies were given the advantage of 2 percent premium tax over companies from outside the state in order to induce the organization of Kansas companies. The new plan will put all companies upon the same tax basis.

The state has contended that the surplus and reserves of the companies were subject to tax. This would not reach to the companies outside the state but might injure the Kansas organizations. It was determined to levy the usual taxes against the real estate and buildings owned by the Kansas companies, but the 2 percent premium tax would be in lieu of all assessments against other property held by the companies and no effort would be made to tax their reserves or other investments.

GIVES UP UNION COMPANY

Lyle Stephenson Claims There Is No Profit in Fire Insurance Under Existing Conditions

KANSAS CITY, MO., Jan. 16.—Lyle Stephenson has given up one of his Union companies. Commenting on the action he said that he is trying to make a better living out of the insurance business. Last year he decided to make fire insurance a side line because he is losing money on it.

"Our volume naturally fell off," said Mr. Stephenson. "In making our plans for the year 1929 we came to the conclusion that we must go after the more profitable lines more aggressively, and following a conference within the office decided the only time we will write fire insurance is when it is offered to us. The commissions on this business are so low that it is unattractive to both the solicitors and the local agent."

Wants Cooperative Advertising

Mr. Stephenson said that when the Union companies go into a cooperative advertising campaign in daily newspapers, and when their officials who have authority to speak sit down in conference with recognized local agents and work out a plan that will be equitable to the public, the companies and the local agents, then some hope can be entertained for the future of the business.

"As the matter now stands a large percentage of the local agents are impossible, which is equally true of the company managers," says Mr. Stephenson. "Every business has a representative class and it is incumbent upon these representatives to do something immediately that will assure everybody that there is some future to this fire insurance business. As things now stand I am frank to say that I am absolutely discouraged."

WAIVED ITS RIGHT TO FORFEIT THE POLICY

Held, that where a fire company, at the time it issued a policy, knew that the interest of assured in the subject of insurance was other than "unconditional and sole ownership," it will be considered to have waived the right to forfeit the policy for such deficiency of interest. Where, after issuance of the policy and without knoweldge or consent of insurer, the insured contracts to sell the automobile on conditional sale, and delivers possession to the purchaser but such conditional sale is canceled and the car restored to the insured and insured's mortgagee before loss, the insurer cannot take advantage of such conditional sale and declare a forfeiture. Where a fire insurance company issues a policy on an automobile with the foregoing provision in the policy, and at the same time issues and attaches to the policy a mortgagee clause making the loss if any payable to the mortgagee as its interest may be shown, the insurer cannot be permitted to avoid a duty imposed by the contract because the mortgagee, under the terms of his contract with insured known to insurer and made at the time the policy was issued, takes possession of the car. Anderson vs. U. S. Fire, Sup. Ct., N. D.

FORT DODGE'S GOOD RECORD IN FIRE PREVENTION

With a per capita loss of $1.09 for 1928, Fort Dodge, Ia., has every reason to be proud of the record it has achieved in this respect. The property loss by fire last year was only $26,257, the average loss per fire being $167. The 1928 fire loss was the lowest it has been in more than ten years, and this despite the city's substantial growth in the meantime. Commenting on the matter editorially, the "Daily Messenger" says: "It has been demonstrated time and again that the very great majority of fires are either due to carelessness or at least to preventable reasons. It is certain that fire prevention methods do prevent fires. Fort Dodge's extremely low fire loss last year was the result of fire prevention activities carried out here. Fire Chief Callahan deserves the bulk of the credit, because it has been due to his energetic and capable leadership that this favorable situation has been brought about."

As chairman of the fire prevention committee of the chamber of commerce of Fort Dodge, Chief Callahan was notified recently by T. Alfred Fleming, chairman of the committee on fire prevention and cleanup campaigns of the National Fire Protection Association that "Fort Dodge was considered the winning city for Iowa in the recent merit competition held by the international committee on fire prevention and cleanup weeks of the N. F. P. A."

FIELD MEN OF MISSOURI ATTEND SPEAKERS SCHOOL

A large number of Missouri field men are attending a school on public speaking and parlimentary law conducted by the Missouri State Fire Prevention Association in Kansas City. The association asked field men whether such a school would be of interest to them, and the response was gratifying. Each man posted $5 with the association with the understanding that $1 would be returned to him each time he attended a meeting until the full amount had been returned. This was done merely to insure attendance. At each meeting some subject pertaining to fire insurance is discussed formally by a field man for about 20 minutes. The speaker then answers questions from the floor.

With reference to the value of such a school, O. A. Ramseyer, president of the association, says: "It so happened that I was the first one to make a talk, and my subject was 'Explosion Insurance.' While I thought I knew everything about explosion insurance in the book, I nevertheless discovered that when I got into the subject there were many things I had not known about. This was true of the members who followed me with other subjects."

Kansas Senate Insurance Committee

It was announced this week that Ralph Pfouts of Atchison will be chairman of the Kansas senate committee on insurance. Mr. Pfouts is a lawyer who has had considerable insurance practice. It had been expected that H. K. Lindsley of Wichita, president of the Farmers & Bankers Life, would be chairman of the senate insurance committee. However, Mr. Lindsley preferred being chairman of the senate committee on cities of the first class. He will be a member of the insurance committee. John Gray of Kirwin, an insurance agent, will also be a member of the committee. J. W. Graybill, lieutenant governor, has not announced the full membership of the committee. Mr. Graybill is the grand master of the A. O. U. W.

Nebraska Insurance Committees

Senator Warher again heads the insurance committee of the Nebraska senate. With him are two lawyers, three bankers, a merchant, a farmer and a railroad mechanic. In the house A. D. Spencer of Barneston, a banker familiar with insurance problems, heads the committee. Four farmers, all experienced legislators, a retired druggist, a civil engineer, a retired farmer and a hardware merchant who is the Democratic floor leader, form the committee.

The roster shows very few insurance men among the members. They are, in the senate, Gus A. Dworak, Omaha, insurance salesman; James A. Rodman, former officer of Omaha life companies, and still interested, and Rudolph Brazda, who conducts a general agency at West Point. In the house the only insurance men are John McLellan, veteran from Grand Island, and Fred A. Mueller from Kearney, who are general agency men.

Figeley Is President

At the annual meeting of the Northwest Insurance Club at Minneapolis, A. A. Figeley of the Crum & Forster companies was elected president; Paul Zoelzer, Agricultural, vice-president; George W. Blomgren, Security, treasurer, and E. S. Latta, secretary. Charles N. Gorham of Rockford, Ill., western manager of the American, was the guest of the club and gave a talk.

New Fire Marshal Bill

LINCOLN, NEB., Jan. 16.—With over 150 bills in the hoppers of both house and senate, an unusually small number affecting the insurance interests has appeared. Senator McGowan, who is the labor leader in the upper house, wants the fire marshal put directly under the governor, as formerly, instead of being made an integer in the department of trade and commerce. The fire companies support this department with the proceeds of a special premium tax, and it is proposed to take off the limit of $175 a month that may be paid to investigators. The bill also gives the marshal authority to call upon county sheriffs for aid in investigating incendiary or suspicious fires, and requires schools to hold two fire drills a month.

Annual Party in Wichita

WICHITA, KAN., Jan. 16—About 125 members of the Wichita Insurors, including their families and office forces, were present at its annual winter dinner dance. Much of the huge success of the party is due Duane T. Stover of the Harris, Burns & Co. agency, who had charge of arrangements.

President Lee Webb of Blandin & Webb made a short address of welcome following the dinner and introduced the toastmaster, Dwight Smith of Smith, Stone & Snyder. L. B. Brown of An-

derson, Brown & Ginzel and an early president of the association, reviewed the growth and progress of the board during its six years of existence. He also outlined the work of the state and National associations and told of the work of members of the Wichita Insurors in those organizations.

Salina Inspection Date Changed

The date for the inspection of Salina by the Kansas State Fire Prevention Association has again been changed, the dates selected now being Thursday and Friday, Feb. 7-8.

York, Neb., Loss Adjusted

YORK, NEB., Jan. 16.—Adjustment of losses of the recent fire in the F. C. Middlebrook Company department store brings the total up to $54,000 of which $4,000 was by reason of the fire and the remainder from smoke and water damage. The first estimate was a third of the final figure. The damaged goods have been largely sold to outside interests. A cigarette stub is blamed for the blaze, which started in the cellar during the inventory period.

Discusses Qualification Law

DAVENPORT, IA., Jan. 16.—The proposition of an agents' qualification law was discussed by the Davenport local agents at their regular meeting held last week. A bill for the licensing of agents has been proposed by the Iowa Association of Insurance Agents in a letter sent to all members of the state legislature. In the letter it was pointed out that more than half of the states now have such laws in operation.

John Hynes of Davenport is chairman of the legislative committee of the state association. Charles Meier is president of the Davenport body.

Town Lot Drilling Near Wichita

WICHITA, KAN., Jan. 16.—Town lot drilling has now been started in Valley Center, seven miles north of Wichita, a new well brought in last week proving that the recently discovered pool south of this city extends toward that town. Three rigs are now under erection and it is rumored that each of the 32 blocks in the village will soon boast similar activity. Suburban tracts of one to 10 acres extending north from the city limits of Wichita will no doubt share in the activity.

Topeka Fire Loss Increased

TOPEKA, KAN., Jan. 16.—One large bakery fire, with a resulting loss of $213,800, was the cause of Topeka's fire loss for 1928 practically tripling that of 1927. Close to 850 alarms were answered in 1928 with a loss of approximately $300,000 as compared with 732 calls for the previous year, which resulted in loss of $109,963. Had it not been for this one bad fire the city could have boasted of an exceedingly good fire record for the year, as there were few fires of any consequence, the next largest damage being a $16,800 apartment house loss.

Wheeler in New Bank Post

WICHITA, KAN., Jan. 16.—The Wichita State Bank, which Howard V. Wheeler, president of the Wheeler, Kelly, Hagny Trust Company, organized several years ago and of which he has since been an officer, was consolidated with the Fourth National Bank of Wichita Monday and Mr. Wheeler elected chairman of the board of the reorganized institution, which is now one of the strongest in the southwest. The space formerly occupied by the Wichita State Bank in the Wheeler, Kelly, Hagny building will be utilized by the Wheeler, Kelly, Hagny Trust Company, which will thus occupy the entire first floor of the building in addition to several rooms on other floors.

Lively Discussion on Collections

WICHITA, KAN., Jan. 16—The unusually large attendance at the last two meetings of the Central Kansas Field Men's Club in Wichita have enjoyed two exceedingly interesting meetings.

Last week W. E. Landers, veteran state agent for the Northwestern Fire & Marine, gave a paper on "Collections." Many unusual experiences were cited and those present learned many old methods modernized and new ways to keep up the balances. A lively discussion followed the reading of the paper.

This week E. N. Harsha of the Topeka office of the Kansas Inspection Bureau gave a talk on the lacquer paint hazard, accompanied by various demonstrations of the flash point of lacquer dust and residue under various temperatures and unfavorable conditions.

Heart of America Blue Goose

KANSAS CITY, MO., Jan. 16—G. H. DeVries of the New York Underwriters was the chairman of the regular weekly luncheon of the Heart of America Blue Goose. A good attendance marked the meeting. An encouraging report on the progress made with the Blue Goose relief fund was made. It was reported that about 20 members had already sent in checks for $5 each and all were asked to make their contributions as soon as possible. John Battershill was named chairman for next week.

Missouri Inspections

The Missouri State Fire Prevention Association will inspect Aurora the middle of February. This is the first inspection of this town and was arranged at the request of the mayor and the superintendent of schools. The association is inspecting Rolla this week.

Kansas Fire Loss Larger

An early report from W. A. Elstun, Kansas fire marshal, reveals that the 1928 fire loss for the state totaled $4,254,481 from 3,138 fires, as compared with $4,237,146 reported in 1927 from 327 less fires. Three large fires in 1928 contributed to the increase, each loss totaling close to $250,000. They were the Motor Equipment Company fire in Wichita, the Campbell Baking Company in Topeka and the Rorabaugh department store in Salina.

Reduce Omaha Fire Force

OMAHA, Jan. 16—Fire Commissioner Westergard has announced that under the appropriation for 1929, he will be compelled to dismiss 13 firemen, reducing the number on the department from 313 to 300.

It will not be necessary for the present to close any fire station, Commissioner Westergard and Chief Coyle announce.

Increase Omaha City Hall Insurance

OMAHA, Jan. 16—City commissioners have approved the resolution introduced by the mayor in regard to insuring the city hall against fire for 80 percent of its appraised value. The policy is to be prorated among local insurance agents according to taxes paid.

The mayor has been empowered to select a committee of three appraisers. According to Finance Commissioner John Hopkins, the policy should approximate $500,000.

Kansas Executive Committee Meets

WICHITA, KAN., Jan. 16—The executive committee of the Kansas Association of Insurance Agents held a conference here last week. The following men attended the meeting: C. G. Blakely, Topeka, president; Bert Michener, Hutchinson; S. H. Reynolds, Kansas City, Kan.; S. D. Drehmer, Dodge City; Frank Priest, Clyde Smith and Charles Foote, Wichita. Mr. Priest is chairman of the executive committee.

Sells Agency, Enters Casualty Field

Harold F. Warner, until Jan. 1 a member of the Harrod, Warner, Hartley Investment Company, one of the leading

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THE thrift idea comes forward with special emphasis during January, from the 17th to the 23rd — a period nationally designated as Thrift Week.

Five years ago the John Hancock Mutual Life Insurance Company, as part of its contribution to the Thrift movement and to aid in implanting the Thrift Idea, introduced a Home Budget Sheet.

The wide distribution of this sheet, in fostering a more intelligent division of income, has been an important factor in bringing home the lesson of Thrift.

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OVER
ONE MILLION DOLLARS

agencies of Winfield, Kan., has sold his interest in the agency to Mr. Hartley and taken a field position with the Constitution Indemnity, the casualty-surety running mate of the Fire Association. He will have headquarters in Kansas City, Mo., and travel both Kansas and Missouri.

In the four years which Mr. Warner had spent in the local agency at Winfield he built up one of the strongest agencies in the city. Two years ago he took the lead in organizing a local board for the town and was elected its first president. Mr. Hartley joined the agency about that time and is well known and active in the affairs of the city.

Iowa Notes

Finnie & McConkie is a new firm at Nevada, Ia., which will conduct a general insurance and realty business.

Homer E. Pitcher, treasurer of Clay county, Iowa, for ten years, has resigned to engage in the fire insurance business at Spencer, Ia.

The First Presbyterian Church at Missouri Valley, Ia., erected a quarter of a century ago and valued at $40,000, was destroyed by fire last week. Insurance covered only a quarter of the loss.

Kansas Notes

The O. A. Cate Investment Company of Winfield, Kan., has taken over the insurance business of the Brack Investment Company. Hugh Harlan is associated with Mr. Cate in the agency.

Frank Brosius of the Brosius Investment Company, Wichita, Kan., has returned from Rochester, Minn., where he was operated upon recently for a throat trouble and is able to return to his office.

George H. Landers, son of W. E. Landers, Kansas state agent for the Northwestern Fire & Marine, was married Jan. 13 in Wichita to Miss Pauline Wisler. He is now with Watkins Manufacturing Company but formerly held several insurance connections in Kansas and Chicago.

J. N. Bracken, adjuster in the hail department of the Hartford, with headquarters in Wichita, is now able to spend a few hours at his office each day following a nervous breakdown, which struck him in the midst of the heavy hail losses last summer. Mr. Bracken will be forced to take things easy for several weeks yet, however.

Amos Belsley, veteran local agent at Wellington, Kan., is securing passports for himself and Mrs. Belsley for a trip to China and the Orient, where they will visit Mrs. Belsley's sister and her husband, who is an officer in the United States army, stationed in China. They expect to sail the last of March from San Francisco.

The Gould Insurance Agency of Arkansas City, Kan., headed by Fred A. Gould, who has taken an active part in the local and state agency associations, has moved its office to the Security National Bank building while a new fire resistive office building is being erected on the site of the former office. This will be the city's second fire-resistive office building.

Missouri Notes

C. A. Jenkins, local agent of Sedalia, Mo., is very ill in St. Luke's hospital, Kansas City. Mr. Jenkins has been confined to the hospital for ten days.

Funeral services for Herman H. Stockhoff, 95, formerly a prominent insurance man of South St. Louis, were held Friday. He entered the insurance business in 1864 and retired seven years ago.

Fire of undetermined origin destroyed a two-story frame building on Olive street road in St. Louis county, Mo., Jan. 13. The loss was estimated at $15,000. The first floor of the structure was used as grocery and soft drink parlor. The structure was outside of an incorporated town and in a district without fire fighting facilities. It burned to the ground.

Frank W. Conrey, of the firm of Martin Brothers & Co., Omaha, was taken suddenly ill with appendicitis this week and underwent an operation at Nicholas Senn hospital. He is said to be doing nicely.

STATES OF THE SOUTHWEST

REPUBLIC MEN HOLD MEETING

Confer About Plans and Methods to Increase Business During the Present Year

A conference of the officials and special agents of the Republic of Texas, lasting three days, terminated Saturday afternoon. The reports furnished by the home office and other departments indicated that the company had enjoyed a successful year. Plans and suggestions were presented and approved for the further development and growth of the business in the southwest during the coming year.

In addition to the officials, those in attendance included the following field representatives: J. J. Abernethy, Waco; C. L. Anderson, San Antonio; Lenox Carruth, Dallas; M. S. Duncan, Killeen; George R. James, Dallas; Fred M. Lewis, Forney; Lyle E. Montgomery, Bowie, and Fred A. Pierce, Houston.

No Texas Insurance Bills as Yet

AUSTIN, TEX., Jan. 16.—The first week of the Texas legislature passed without introduction of any important bills affecting insurance. Governor Moody in his message made no reference to insurance matters, but it is known that several administration measures will be introduced. These will include an agency qualification bill which is being prepared by Chairman Cousins of the state board of insurance commissioners. The insurance commissioners will also ask for legislation strengthening the automobile insurance law and also requesting adequate appropriation for enforcing the law.

Ledbetter on Eastern Trip

OKLAHOMA CITY, Jan. 16.—E. R. Ledbetter, president of the Oklahoma Association of Insurors, who has been confined to his home with influenza for several weeks, has practically recovered. He left Saturday for a visit to the home office of the Aetna Fire in Hartford. While in the east he plans to take up the Ponca City bank agency situation with Walter H. Bennett of New York, secretary-counsel of the National Association of Insurance Agents. On his return home in about two weeks he will call a meeting of the executive council with the Ponca City local board for the purpose of considering the matter further.

Oklahoma City Board Appointments

OKLAHOMA CITY, Jan. 16.—L. I. Baker of the L. I. Baker Company was appointed secretary-treasurer of the Associated Fire & Casualty Underwriters of Oklahoma City for 1929, following the resignation of O. M. Estell, who was elected to that office at the last meeting. Mr. Baker has acted in this capacity for the past three years.

At a meeting of the executive board new committees were appointed, the chairmen being: Grievance, Arthur Head, Neff-Head Company; appraisal, Ben Longfellow, Ben Longfellow Company; fire and accident prevention, Eugene Whittington, Eugene Whittington Company; conference, Harry Carlin, Workman-Carlin Company; by-laws, V. Leslie Daniel, Daniel & Estell Company; membership, T. Dana Roberts, T. Dana Roberts Company.

Rerating Blackwell, Okla.

OKLAHOMA CITY, Jan. 16.—C. T. Ingalls, manager of the Oklahoma Inspection Bureau, announced that Blackwell is being rerated. Because of the improved fire protection installed by the city, Blackwell is being advanced from the seventh to the sixth class.

Mr. Ingalls has announced the prospective removal of the Muskogee branch office to Tulsa, late in January. The bureau has leased quarters in the World building. I. B. Murray, branch manager, will be in charge of the Tulsa office.

Many Suspicious Fires in Oklahoma

OKLAHOMA CITY, Jan. 16.—A wave of suspicious fires in Oklahoma, which started about Dec. 1, steadily increased throughout that month, and since the first of the year according to E. R. O'Neal, state fire marshal, calls for investigation during this period have exceeded those of the same period last year, especially in eastern Oklahoma. Most of them are occurring in rural districts and involve farm houses or barns.

although there are a number of mercantile establishments included.

For 1928, however, the total number of suspicious fires will be fewer than in 1927, he estimates, although the figures have not been definitely announced.

Bartlesville Losses Low

BARTLESVILLE, OKLA., Jan. 16.—The average per capita fire loss in Bartlesville is at the minimum, according to Fire Chief Lowe, who has compiled a report of the fire department activities for the last four years. The average yearly per capita fire loss in Bartlesville for this period is 50 cents, as compared with an average national loss of $5. The report shows an average of 131 fires yearly the last four years with an average yearly loss of $9,199.

Texas Key Rate Change

AUSTIN, TEX., Jan. 16.—Fire Insurance Commissioner DeWeese this week announced reduction from 90 cents to 67 cents in the key rate of Bangs, Brown county, on account of new waterworks.

Specific schedules were mailed to the following towns, no changes being made in the key rates: Bandera, Chester, Coppell, Dodge, Fate, Garza, Greenwood, Hebron, Newark, Paradise and Slidell.

Dallas Controversy Settled

DALLAS, Jan. 16.—Dallas' argument with the state fire insurance commission over application of the penalty prescribed in the general basis schedules for the use of steel pipe has been settled by the city's ordering $1,265,000 of cast iron pipe for its new water mains which will provide larger supplies for downtown fire fighting, over a length of 21 miles. The surety bond covering 60 percent of the cost of the job has been let to the Fidelity & Deposit, with premium of slightly over $12,000.

New Fireboat for Galveston

GALVESTON, TEX., Jan. 16.—Galveston is to have an auxiliary fireboat, according to George Sealy, president of the Galveston Wharf Company. The boat is expected any time. It has a speed of some 24 miles per hour and will be manned at all hours. Mr. Sealy said the auxiliary boat would answer all fire alarms on the waterfront. The boat has a pumping capacity of 7,500 gallons per minute. It will carry a chemical tank and all other standard equipment. It is expected the coming of the new boat will bring about additional fire credits for Galveston.

Dallas Acts on Prevention

DALLAS, TEX., Jan. 16.—The Dallas Fire Prevention Council has decided to seek a more rigid building code, arson legislation and the cooperation of fire underwriters in carrying on a program of educational advertising, in an effort to lower the city's fire losses. Dallas already has decreased $938,488.75 for the last three-year period. Fire losses during 1928, however, were $1,530,927 as compared with a loss of $1,394,507 for 1927.

Arkansas Losses Reduced

The Arkansas state fire loss in 1928 was $6,331,191 or $1,346,134 less than the total for 1927, according to statistics compiled by the Arkansas Fire Prevention Bureau.

Meet in Nuevo Laredo

The San Antonio puddle of the South Texas Blue Goose will hold its annual mid-winter splash in Nuevo Laredo, Mexico, Jan. 18.

Oklahoma Fire Prevention

A farm fire prevention and education campaign will be held at Monroe Consolidated District No. 2, LeFlore County, Okla., Jan. 23, by the Oklahoma State Fire Prevention Association. The following day a town inspection will be conducted at Poteau, under the auspices of the local chamber of commerce and the Rotary club. A public meeting will be held at a noonday luncheon sponsored by the chamber of commerce. As a feature of the educational campaign to be carried out, two fire prevention films sponsored by the fire prevention department of the Western Actuarial Bureau will be exhibited both at the farm meeting Jan. 23 and next day at the town inspection at Poteau.

Arkansas Notes

F. O. Gwyn, formerly superintendent of Gideon-Anderson stave mill in Leachville, Ark., has established a new fire and life insurance agency, to be known as Gwyn Insurance Agency.

Oklahoma Notes

John S. Wells, of Oklahoma City, formerly operating at the Godfrey Insurance Agency, has announced a change of operating name to John S. Wells & Co. Offices have been established at 1101 Colcord building.

Fire completely destroyed the Friggen general merchandise store and the First National Bank at Stuart, Okla. Loss on both fires was total. Insurance on the former was about $15,000 and on the bank $5,000.

H. J. Clark, chief engineer for the Oklahoma Inspection Bureau, who has been confined to his home for several weeks with pneumonia, as the result of a serious case of influenza, is reported improving slowly. He is expected to be able to return to his desk in two or three weeks.

Texas Notes

The January luncheon meeting of the Texas Blue Goose was held Jan. 14 at Dallas.

The Insurance Service Agency has been opened in the West building, Houston, Tex., by A. D. Schwarz. It will write all lines of insurance, including fire, casualty and life.

The Brennan-Corrigan Garage at Laredo, Tex., with 28 stored automobiles, was totally destroyed Thursday with loss estimated at $90,000. Because of intermittent explosions and a high wind prevailing only two cars were saved.

The Shrine Temple at Lake Worth, Tex., burned to the ground Thursday night when gasoline in the basement exploded. The structure was valued at $160,000 but carried only $21,000 insurance. Two fire trucks sent from Fort Worth saved the nearby residences.

IN THE SOUTHERN STATES

COMMISSIONERS MAY TESTIFY

Virginia Fire Rate Probe Resumes Jan. 29 Before Corporation Commission—To Call Statistician

RICHMOND, VA., Jan. 16.—Commissioners Hyde of Missouri and King of South Carolina will probably be asked to testify at the Virginia fire rate probe before the state corporation commission after the hearing is resumed Jan. 29, according to Wilbur C. Hall, representative for Loudoun county in the Virginia house of delegates, who offered the resolution that started the inquiry into fire rates and resulted in their being placed under control of the corporation commission. He was in Richmond last week looking over figures and statistics in the exhibits before the commission. Just what kind of testimony those two officials would be expected to give if they are called, he did not disclose.

Others to Testify

Mr. Hall indicated that another witness will be Dr. J. A. C. Chandler, who headed the Chandler legislative comsion which made the initial inquiry into the rates. A statistical expert will also probably be called, he said. That would likely wind up the evidential portion of the case for the people, he indicated. The companies have practically concluded presentation of their side.

OBSERVE DIAMOND JUBILEE

Louisville Board Makes Plans for Observance—Frank H. Brown Is Reelected President

LOUISVILLE, Jan. 16.—Plans for the observation of the forthcoming diamond jubilee celebration of the Louisville Board were discussed at its annual meeting, at which Frank H. Brown was reelected president; Richard H. Williams, vice-president, and Leo E. Thieman, executive secretary-treasurer. Mr. Brown succeeded A. G. Chapman as president of the board last summer, following Mr. Chapman's resignation. Leo Thieman came with the board in the spring, succeeding W. M. Watson as secretary, the latter having been pensioned after spending a lifetime with the board.

At the annual meeting the organization again voted to join the Louisville Board of Trade as a body, which means some 55 or more individual memberships for the trade organization.

In connection with the diamond jubilee celebration it is planned to have a noteworthy meeting, and some outstanding leaders in the fire insurance business have been invited to take part in the program. A number of city and state officials and business leaders will be invited to participate.

McELROY AGAIN PRESIDENT

Well-Known Shreveport Local Agent Elected Head of His Organization Fifth Time

At the annual meeting of the Shreveport, La., Insurance Exchange, Frank G. McElroy was elected president. L. K. Forrester was made vice-president and John H. Pabody, secretary and treasurer. This is the fifth year that Mr. McElroy has been elected president. Mr. Pabody has served the same number of years as secretary and treasurer. Mr. McElroy, in addition to being president of his home local board, is president of the Louisiana Insurance Society, which is the state association of local agents. He is one of the prominent insurance men of his state.



FRANK G. McELROY

CAMPBELL HEADS LOCAL CLUB

New Officers Have Been Elected by the Agents Organization for 1929 at Memphis, Tenn.

The Memphis Insurance Club has elected Sawyer J. Campbell of Carrington Mason & Sons as president. Its annual meeting was followed by a banquet and dance. Robert W. Wallace of the Morrison-Wallace Company, retiring president, presided at the dinner. W. M. Garrott of the Security Insurance Agency was chosen first vice-president; Bruce C. Richert of Turner & Richert, adjusters, second vice-president; Everett G. Cowan of A. W. Pearce & Co., secretary and Eugene H. Butts of Marx & Bensdorf, treasurer. The Insurance Club of Memphis has the distinction of being the oldest luncheon club in Memphis. It has weekly luncheons and thus gathers its members together frequently.

Virginia Field Meeting in Washington

RICHMOND, VA., Jan. 16.—One of the matters awaiting the attention of the Fire Insurance Field Club of Virginia, which will hold its quarterly meeting in Washington the second Tuesday in February, is the proposal to split up the office of secretary-treasurer into two offices. At the last annual meeting Aubrey L. Owen, retiring secretary-treasurer, recommended that this be done. Phil F. Brown, Jr., who succeeded Mr. Owen in that office, will retain the office of secretary if the plan is adopted. The Virginia Blue Goose is planning to meet in Washington at the same time, according to announcement by Percy P. Lynch, Jr., wielder of the goose quill.

Improve Sprinklered Risk Service

RICHMOND, VA., Jan. 16.—Sprinklered risk service in Virginia is being materially improved. L. L. Honeycut, secretary of the sprinklered risk committee of the Southeastern Underwriters Association, was in Richmond last week conferring with officials of the bureau there in regard to the improvements that are being put into effect. Service rendered by this bureau to agents is distinct and separate from that given by the Virginia Insurance Rating Bureau. Under the new rating law which went into effect last summer, sprinklered risks remained under supervision of the S. E. U. A. while the other risks were divorced entirely from it.

Virginia F. & M. Entertains Agents

RICHMOND, VA., Jan. 16.—Virginia agents of the Virginia Fire & Marine assembled in Richmond Tuesday from all parts of the state for a one-day meeting to discuss the relationships of the agents to the home office and various insurance problems. A business session was held Tuesday morning, followed by a buffet luncheon at the home office. The session was continued through the early afternoon. That evening the agents were guests of the company at a dinner, followed by a theater party.

Arson Convictions in Memphis

The National Fire Protection Association states that the Memphis city fire marshal's office is meeting with exceptional success in prosecuting arson cases since the adoption of the model arson law in Tennessee. Some 10 convictions were secured last year.

Discusses Mid-Winter Meeting Plans

BIRMINGHAM, ALA., Jan. 16.—The Birmingham Insurance Exchange at a meeting last week discussed plans for the mid-winter convention of the National Association of Insurance Agents to be held in Birmingham. Committees will be appointed at the next meeting. H. B. Thomson, president of the exchange, was presented with a birthday cake.

Stewart Out for Himself

W. F. Stewart of Campbell & Stewart, adjusters, announces that he will sever his connections with the firm and maintain an office in the Levy building, Shreveport, La., for the adjustment of losses in Louisiana and east Texas. Mr. Stewart was formerly connected with the Bates Adjustment Company at Dallas and was an independent adjuster in Shreveport for five years before he associated with the New Orleans Adjustment Company in 1927.

Lexington Agent a Suicide

J. Will Stoll, banker and insurance man of Lexington, Ky., shot and killed himself at his home there Monday, the act being reported as due to ill health. Mr. Stoll operated the J. W. Stoll & Co. local insurance agency and was president of the First & City National Bank and an official of many big corporations.

"Flu" Cripples Insurance Offices

LOUISVILLE, Jan. 16—Influenza is playing havoc with business and business organizations in this section. Virtually every office is short handed. It is reported that one of the New Albany, Ind., trust companies, with three persons

in its insurance department, had the whole insurance department sick at home at one time. Four out of seven officers of the Louisville National Bank & Trust Company, which owns the Louisville National Insurance Company, were sick at home on Jan. 14. Some of the field men have not been able to travel much the past two weeks account of critical illness among members of their families. There is hardly an insurance office in Louisville that is not short handed at the present moment.

Eudaley With Liberty Fire

LOUISVILLE, Jan. 16—Glen R. Eudaley, formerly in the insurance business at Madisonville, Ky., and connected with governmental, shipping and other interests, has joined the Liberty Fire of Louisville as manager of the business extension department. He is a graduate of George Washington University of Law at Washington, D. C., entered the government service and became became chief of the federal estate tax division of the Treasury Department, which he resigned in 1919 to become secretary of the Jobe Shipping Corporation, New York. He later went to Madisonville, where he was in insurance before coming to Louisville in 1925, to become connected with banking and insurance interests.

Kentucky Notes

Leo Thieman, secretary of the Louisville Board, was away from his office part of the latter half of the week on account of the death of his mother-in-law, Mrs. Frank McGrath.

Miss Elizabeth Semonin Purcell, daughter of Carl J. Purcell, of the Kentucky field force of the National Fire of Hartford, was married Jan. 16 to William Irvine Darter of New Orleans.

James E. Chittenden, state agent in Kentucky for the Philadelphia Fire & Marine, considers himself rather fortunate, in that he only suffered a bruised and cut leg when struck by an auto near his home last week.

Fire last week destroyed the courthouse at Hindman, Ky., county seat of Knott county. This historic building had been burning for sometime before the fire was observed, but in time to save all of the records. The loss is $20,000.

William G. O'Hara, local agent of Williamstown, Ky., sustained a broken rib and other injuries when the car he was driving plunged into a telephone pole near that city. His brother, Dr. C. D. O'Hara, was passing and rendered first aid.

Virginia Notes

A. W. Wallace, district manager at Roanoke, Va., for the Massachusetts Mutual Life, is planning to incorporate his agency and to take on some fire and casualty connections.

Companies suffered an approximate 90 percent loss on a schedule of $125,000 on stock of D. Moses department store in Lynchburg gutted by fire recently. The store also carried $50,000 profit insurance. This loss was adjusted on practically the same basis.

The G. W. Moore agency at Norton, Va., has incorporated under the style of Moore & Carrico Insurance Agency with maximum authorized capital of $25,000. Officers are: G. W. Moore, president; P. E. Moore, vice-president, and E. C. Carrico, secretary. It will write general lines of insurance.

C. L. and H. L. Denoon, real estate agents of Richmond, have been granted a resident brokers' license by the insurance department. It is understood that they plan to broker the bulk of their insurance business through the branch office of the Girard Fire & Marine in that city.

PACIFIC COAST

NORTHWEST SPECIALS MEET

L. N. Brainerd of Aetna Heads Organization for Next Year—Select Advisory Committee

Northwest special agents at a meeting last week in Seattle elected new officers as follows: L. N. Brainerd, Aetna, Portland, president; A. V. Holman, American Fire, Washington, first vice-president; Frank Glover, National of Hartford, Oregon, second vice-president; Edward Lowe, National of Hartford, Washington, third vice-president.

W. L. Harnan, Phoenix Assurance, addressed the association on "Use and Occupancy Insurance" and Arthur A. Armstrong talked on "Solicitation of Business."

The association now boasts 115 active members and 85 honorary members

Evart Lamping, president of Lamping & Co., and J. Edward Johnson, London Assurance, have been added to the Washington advisory committee. Mr. Lamping was selected by the Northwest General Agents Association and the field men chose Mr. Johnson.

NEW ALIGNMENT ON COAST

U. S. A. Underwriters Arranges for Its Own Company Connection, Becoming the Automobile Unit

SAN FRANCISCO, Jan. 16.—The Western Automobile, Western Casualty and the Western Fire of Fort Scott, Kan., which have been represented in California by the U. S. A. Underwriters, will retire from that agency but do not contemplate withdrawing from the state at this time.

The U. S. A. Underwriters recently became the automobile unit of the newly organized Associated Insurance Fund, Inc., operators of the Associated Indemnity and the new Associated Fire & Marine of San Francisco.

In an announcement C. G. Wheeland, head of the U. S. A. Underwriters, says: "The U. S. A. Underwriters remains unchanged, same management, same location with the addition of a metropolitan department at 348 Pine street, same service and underwriting policies plus the prestige and backing of a California insurance group heavily financed by Pacific Coast capital. As a matter of fact a 100 percent reinsurance agreement has been in effect with the present carrier for some time. We have merely been waiting for the completion of the new organization and printing of the new forms before making a formal announcement."

Cosmopolitan Joins Pacific Board

SAN FRANCISCO, Jan. 16.—The Cosmopolitan Fire of New York has been admitted to membership in the Pacific Board. Paul J. McCoy of San Francisco is named as general agent for California.

Associated to Join Board

SAN FRANCISCO, Jan. 16.—The Associated Fire & Marine of San Francisco, which commenced business the first of the year, has made application for membership in the Pacific Board and it is expected will received the approval of the membership the coming week. Although the company has actually been

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NORTHWESTERN

FIRE AND MARINE INSURANCE COMPANY
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Fire Tornado Lightning Automobile Hail Rents Use and Occupancy



Stella, the agacious tenog. says —

"Well, my plans worked out swell! That Agent I got for the Columbia last month - all by myself — just clinched that raise I hoped to get. Would you believe it, the President shook me by the hand and congratulated me on the success of this campaign - said it was helping the Company to grow rapidly. 'Where do you get all those ideas?' said he. 'They're not ideas!' says I — scornfully, yet proudly - 'they're facts!' 'What are you going to talk about this month?' he next asks me. 'Why I'm going to tell how we're now doing business in twenty-seven states, an increase of twenty-four in just a few years! SUCH POPULARITY MUST BE DESERVED!' I quotes. 'That's right!' says he, 'you tell 'em!'"

The Columbia FIRE INSURANCE COMPANY OF DAYTON, OHIO

OWNED AND MANAGED BY THE AMERICAN of NEWARK

in business since Jan. 2, its response from San Francisco brokers has given it an auspicious start. Roland Perocca, formerly of the city department of Edward Brown & Sons, has joined the company as chief underwriter in the metropolitan department office.

Has Course for Watchmen

LOS ANGELES, Jan. 16.—Chief Ralph J. Scott of the Los Angeles fire department has started a course of instruction for watchmen, the first meeting being held Jan. 9. There will be four lessons and it is expected that the course will occupy about three months. Watchmen passing a satisfactory examination at the close of the lectures will be given a certificate signed by Mr. Scott and Assistant Chief Sam H. Dodd, head of the Los Angeles fire college, in which their proficiency will be set forth.

California Executive Committee Meets

The executive committee of the California Association of Insurance Agents met at Oakland Jan. 13. Plans for putting into effect as soon as possible the resolutions adopted at the 1928 convention and the program of the new administration were discussed. The meeting was scheduled for several weeks ago but owing to illness of several members following the Bakersfield convention it was necessary to postpone it.

Name Anderson for President

SAN FRANCISCO, Jan. 16.—T. H. Anderson, manager of the Liverpool & London & Globe, has been nominated for president of the Fire Underwriters Association of the Pacific; George V. Lawry of the Hartford Fire, vice-president, and John Henry Martin, secretary-treasurer. R. C. Medcraft is chairman of the nominating committee.

Koeckert On the Coast

Fred W. Koeckert, United States manager of the Commercial Union group, is on a Pacific Coast trip.

Walls Joins Clearing House

PORTLAND, ORE., Jan. 16.—G. W. Walls, former special agent in Oregon for W. W. and E. G. Potter, has been appointed manager of the Insurance Clearing House in the Pacific northwest, which conducts a service for collection of delinquent premiums.

General of Seattle Field Changes

E. D. Howe has been transferred from Oregon territory to Colorado by the General of Seattle. Carl Knutsen replaces Mr. Howe in Oregon. G. W. Goodwin, formerly local representative at Port Angeles, Wash., and later special agent for the General in Colorado has been appointed special agent in the southern Idaho field.

The General has also opened a branch office in San Francisco.

Seattle Sets New Low Loss Record

SEATTLE, WASH., Jan. 16.—The per capita fire loss of this city for 1928 was only 86 cents, which is believed to set a record for cities of its size. Fire Marshal Laing announced the total loss for the year amounted to only $380,000. In 1926 the per capita loss was $1.32 and in 1927 it was $1.36.

Fireman's Fund Spokane Appointment

Richard Hunner of Spokane, Wash., has been named as special agent for the Fireman's Fund, Occidental and Occidental Indemnity.

Elect San Francisco Officers

G. A. R. Heuer was elected president of the San Francisco Insurance Brokers' Exchange last week. Other officers elected are: Burt L. Davis, first vice-president; Alexander Field, second vice-president; William E. Doud, Winthrop P. Austin and Charles H. Turner, members of the board of governors; Stephen Malatesta and Leslie C. Tubbs, members of the arbitration committee.

Mayor James Rolph, Jr., made a short address following the business session and prior to the election.

Form Loan Association

With a number of prominent insurance agents among its officers, organization of the Contra Costa County Building & Loan Association has just been completed by C. A. Ricks of Martinez, Cal., who will act as secretary and manager of the new concern. W. E. Van Winkle, local agent of Bay Point, is president; J. L. Elmquist, vice-president; Hugh D. Thomason, Pittsburg, and C. F. Adams of Concord, local agents, are on the board of directors.

Coast Notes

The Sylvania of the Corroon & Reynolds group has been licensed in Oregon.

An initiation will be the feature of the semi-annual meeting of the Seattle Blue Goose Jan. 21.

Roger Chickering, prominent San Francisco broker, died Saturday night and was buried Monday.

Through the purchase of an interest in the Brewster Insurance Agency of Los Angeles Henry T. Holmes has been made secretary and treasurer. He was formerly an underwriter in the home office of the Firemen's of Newark.

Fire rates in Shelby, Mont., have been reduced by the Pacific Board as follows: Masonry mercantile buildings, approximately 8 percent; frame mercantiles, 7 percent and the basis on frame dwellings from 65 cents to 60 cents.

IN THE MOUNTAIN FIELD

BRAERTON FIELD CLUB HEAD

Supervisors for Rocky Mountain Territory Hold Their Annual Meeting in Denver

DENVER, COLO., Jan. 16.—At the annual meeting of the Mountain Field Club, composed of field men and general agents supervising the operation of fire companies in the mountain field, comprising Colorado, New Mexico and Wyoming, W. L. Braerton of Braerton, Forsyth & Co., general agents, was elected president. Mr. Braerton has long been active in the affairs of the field club, having served for some time as chairman of its automobile executive committee.

B. E. Moreau of the St. Paul Fire & Marine was elected vice-president and L. Allen Beck, general agent, reelected secretary-treasurer. The newly elected governing board includes G. W. McDonald, Firemen's of Newark; G. N. Gardner of the Gardner General Agency Company and Thomas B. Thompson.

Collins in the Field

Henry F. Collins has been appointed special agent for Cobb, Miller & Stebbins general agency of Denver for southern Colorado and New Mexico. He has been manager of the branch office of the Mountain States Inspection Bureau at Albuquerque, N. M.

Colorado Legislature in Session

DENVER, COLO., Jan. 16.—The Colorado legislature convened last week. Representative Tarbell is chairman of the insurance committee in the house, and Senator Nelson chairman of the senate committee. Few bills have been introduced that affect insurance. House Bill 7 seeks to amend the workmen's compensation act, and Senate Bill 9 would tighten the restrictions against arson. Senate Bill 64 would create a state hail insurance department.

Takes Over VanSchaack Business

DENVER, COLO., Jan. 16.—The Denver National Bank recently added to its business the Denver National Company, to do an insurance and real estate business. Last week the Denver National Company took over all the business of VanSchaack & Co., one of the largest realty firms in Denver, which also wrote a considerable volume of fire and casualty insurance.

Henry VanSchaack is the president of the Denver National Company and will carry over with him all his executive officers.



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Capital $500,000 — *Surplus to Policyholders $968,055.88*
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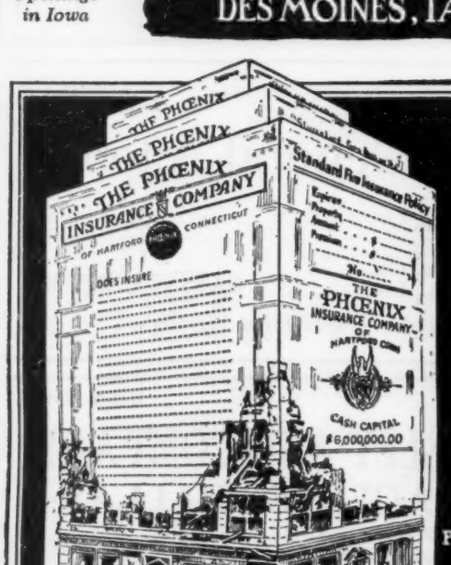
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NEWS FROM EASTERN FIELD

FIELD MEN MEET IN BOSTON

J. D. Smart Elected First Vice-President —New Bureau Branch Results in Economies

BOSTON, Jan. 16.—The annual meeting of the New England Insurance Exchange brought company field men together from all parts of the New England territory here last week. The meeting followed an annual banquet held the night before where Captain Irving O'Hay, the soldier of fortune and lecturer, entertained some 200 men with stories of his experiences in nine wars. John W. Downs also spoke at the dinner, reviewing the legislative situation on the opening of the new general court. President H. R. Worthley presided.

The annual reports of officers and committee rendered at the annual meeting emphasized among other things the fact that the establishment of the New England division of the Eastern Underwriters Inspection Bureau, by close cooperation, had resulted in many economies, notably a reduction in the duplication of inspections formerly customary. The exchange now has 193 employees, nine less than a year ago.

Tariff work in the state of Rhode Island has been deferred awaiting a decision as to whether schedule rating would be extended to that state. Tariff work in Vermont was delayed and somewhat postponed owing to the severe floods in that state last fall.

The schedule rating department, with a force of 57, issued a smaller number of tariffs than for any recent year. But three tariffs were issued, all in Connecticut. There are eight tariffs for Massachusetts, yet to be issued, but it is anticipated the entire territory under the application of the analytical schedule will be completed during 1929.

Some idea of the extensiveness of the work of the exchange is shown by the fact that 19,350,000 forms, exclusive of all permits and clauses, have been shipped since June 1.

At the business meeting Saturday morning J. D. Smart of the New Hampshire Fire, was elected first vice-president and H. C. Seydel, H. F. Still and H. P. Warner were elected to the executive committee. The other officers hold over for another year.

K. M. Vreeland, formerly field man for the Scottish Union, who has gone to the home office, was elected an honorary member.

At the meeting Monday 22 new tariffs were promulgated in Connecticut, now rated under the analytical system. This will bring about a reduction of 10 percent on buildings and 5 percent on contents, except for some excepted risks which are specifically rated.

In addition the exchange issued an order covering the entire state which insures a reduction of approximately 10 percent on buildings and contents on all one and two story farm dwellings and private garages, the latter one story without basement.

The 22 new tariffs affect the following places in Connecticut: Stafford, Norwich, Bridgeport, Greenwich, Middleton, Stamford, Willimantic, Housatonic Valley, north and south; Putnam, Winsted, Hartford county, north and east; Danielson, Danbury, New Britain, Norwalk, Waterbury, Farmington Valley, Torrington, Wallingford and Naugatuck Valley.

New Britain Board Election

All officers of the New Britain, Conn., Board, with the exception of the secretary, were reelected at the annual meeting January 10. Leo Hennessy was elected secretary to succeed Milton Jones. Other officers are Roy L. Noren, president; Harold L. Hatch, vice-president; H. N. Lockwood, treasurer.

HARTFORD BOARD ELECTION

Earl W. Goodell Elected President for Coming Year—Bennett Main Speaker at Meeting

HARTFORD, Jan. 16. — Earl W. Goodell, secretary and treasurer of F. F. Small & Co. of Hartford, managers of the National Fire in Hartford, was elected president of the Hartford Board at its annual meeting. He has served as chairman of the executive committee and vice-president and is claimed to be the youngest president in the history of this ancient organization, being 31 years of age.

Mr. Goodell was born in Boston and served during the war as a lieutenant in the field artillery. He graduated from Yale in 1919 and shortly after joined the agency of F. F. Small & Co. A short time ago he won a popular contest with the best essay on "What constitutes first-class company service to local agents" and he has displayed a studious interest in the business.

Harry U. Tuttle was chosen vice-president and Edwin S. Cowles was elected secretary-treasurer. An executive committee was chosen consisting of T. W. Brown, chairman; Daniel J. Mahoney, Marshall S. Wells, Arthur J. Norton and Morris Leader.

Walter H. Bennett, secretary-counsel of the National Association of Insurance Agents, was the principal speaker at the meeting. A clock was presented to the outgoing president, Walter B. Allen, by Burgess Fisher, a former president.

MUTUAL FIELD MEN ORGANIZE

New Englanders Form Adjunct to National Organization at Boston—Elect Officers

BOSTON, Jan. 16.—An adjunct of the Mutual Fire Insurance Association to be known as the Association of Mutual Field Men of New England has been formed by the field men connected with the mutual fire companies which make up the membership of the Mutual Fire Insurance Association and will hold monthly meetings the first Saturday of each month in the mutual fire headquarters at 18 Oliver street, Boston.

The following officers have been elected: President, John W. Porter, Pawtucket Mutual; vice-president, Charles T. Hogan of the Middlesex and Holyoke Mutuals; secretary-treasurer, Charles F. Danforth, secretary of the Mutual Fire Insurance Association. The executive committee will consist of the officers and Herbert A. Veit of the Cambridge and Merrimack Mutuals and Ralph H. Westgatt of the Dedham and Norfolk Mutuals.

NEW YORK ASSOCIATION REGIONAL MEETING

NEW YORK, Jan. 16.—Frank L. Gardner, former president of the National Association of Insurance Agents, will preside at the regional meeting of the New York State Agents Association to be held at the Hotel Astor here Jan. 24. Attendance will be restricted to agents in suburban New York and to those resident in the Hudson river valley. Subjects slated for discussion include: Agency qualification laws; the monthly payment plan for automobile liability insurance; fire insurance forms, rules and rates, and agency costs and their relation to brokerages. The speakers, in addition to Mr. Gardner, will be Walter H. Bennett, secretary of the National association and Albert Dodge,

president of the New York state organization.

Serious Conditions at Binghamton

The engineers of the National Fire Protection Association have called attention of the chamber of commerce at Binghamton, N. Y., to the serious conditions in that city. It has had several serious fires, one nearly approaching a conflagration. The recent collapse of an occupied building shows the inadequacy of the building code and the city building department. A new building code is much needed. The fire department is undermanned. Firemen making inspections have not the backing of a good inspection ordinance.

Massachusetts Department Changes

Commissioner Brown of Massachusetts has submitted to Governor Allen for approval the appointments of Hosea Harden as second deputy commissioner, succeeding the late William O. Richardson, and Edgar P. Daugherty as third deputy, succeeding Mr. Harden. Mr. Daugherty has been the representative of the Massachusetts department in the Massachusetts Automobile Rating & Accident Prevention Bureau.

New Jersey Commissions

NEWARK, Jan. 16.—Under the uniform commission law of New Jersey fire companies are free to pay any scale of commissions to their representatives in the state they see fit, so long as these are granted uniformly to all. As a consequence, varying schedules are in force. One of the most novel, perhaps, is that followed by a New York state company which, in addition to paying 25 and 30 percent, allows a sliding contingent; graduated from 5 percent for the first year to 10 percent for the third and each succeeding year; predicated, of course, upon the results of the individual agency.

Lancaster Fire Alarm System

The National Fire Protection Association states that Lancaster, Pa., is much in need of a complete new fire alarm system. A large number of chimney fires have been reported. Inferior construction by real estate development companies is blamed for this situation. The fire prevention committee of the chamber of commerce is undertaking an active fire prevention program.

Makes Report on Elmira

The National Fire Protection Association says that conditions in Elmira, N. Y., in regard to supervision of storage and sale of flammable materials and explosives are not reassuring. Some inspection work is done by firemen but it is of little value. Structural conditions are weak in Elmira, especially along the river bank. One unusually long block accessible from the land side only offers a serious conflagration hazard.

State Association Elects Officers

The Underwriters' Association of New York State at its annual meeting in Syracuse last week elected the following officers for 1929: George Brinley, president; A. J. Hughes, first vice-president; W. D. Wilson, second vice-president; Lawrence Daw, secretary; Arthur Birchenough, assistant secretary; H. B. Nugent, chairman of the executive committee. Members of the executive committee are H. W. Miller, M. L. Hughes, W. H. Bryan, T. M. Hinkley, J. R. Ryan, M. J. Martin, Grant Bulkley, C. B. Cleaves and J. W. Summers.

New England Veteran Dies

BOSTON, Jan. 16.—William Garrison Reed, for 60 years identified with the insurance business, died at his home in Dorchester last week aged 86 years. He was a veteran of the Civil War. In 1872 he associated himself with his brother, T. Frank Reed, in the insurance business. In 1877 he took over the business of his brother as broker and agent for the London Assurance. In 1892 he formed a partnership with Stephen Smith under the name of William Garrison Reed & Smith, which continued for three years, and then Mr. Reed associated himself with the firm of O'Brion, Russell & Co. as a broker.

Providence Mutuals' New Officers

PROVIDENCE, R. I., Jan. 16.—William B. McBee was this week elected president and treasurer of both the Blackstone Mutual Fire and the Merchants Mutual Fire at the annual meetings. Charles H. Smith was elected vice-president and assistant treasurer; Charles E. Rigby and Sidney R. Bellows, assistant vice-presidents; Howard I. Lee, secretary, and Frank T. Daniels, assistant secretary.

Baltimore Board Elects

BALTIMORE, Jan. 16.—The Association of Fire Underwriters of Baltimore City at its annual meeting reelected the following officers: William Cunningham, president; Clinton O. Richardson, vice-president, and John H. Kenney, treasurer. The members of the executive committee are John G. Price, Jr., chairman; W. Stran McCuriey, vice-chairman, William C. Ballard, Edward L. Brady and Fred W. McComas.

Not Guilty of Conversion

P. B. Houck of Pottsville, Pa., was found not guilty by a jury in the Schuylkill county court on charges of fraudulent conversion of insurance premiums. He was directed to pay the costs of the proceedings.

Mr. Houck is a son of Paul W. Houck, chairman of the Pennsylvania workmen's compensation board, and a brother of Judge Henry Houck of the Schuylkill county courts.

Liquidate Hardware Mutual

HARRISBURG, PA., Jan. 16.—The Pennsylvania department has been authorized by the Dauphin county court to liquidate the affairs of the Penn-National Hardware Mutual of Philadelphia. The department will proceed to dissolve the corporation.

Directors of the company consented to the liquidation. The corporation has not solicited any new business for several years and it is said to be insolvent.

Seek Dwelling Rate Reduction

BALTIMORE, Jan. 16—A bill has been introduced in the Maryland legislature for reduction of fire insurance rates on Baltimore dwellings and empowering the insurance commissioner to fix new rates. A Baltimore company official, commenting upon this action, says that there are a few offices in Baltimore that have built up their business writing dwelling houses in the city, and because they have been successful in handling this business a great many of the other offices have become envious and are agitating a material reduction in rates on brick dwellings. A few years ago the Baltimore board reduced the rates voluntarily from 25 cents per hundred to 18 cents. The agitators for a reduction are now seeking a 10-cent rate on brick dwellings.

Rochester Board Committees

ROCHESTER, N. Y., Jan. 16—F. L. Greeno, president of the Insurance Underwriters Board has appointed the following committee chairmen for 1929: Legislative, Charles F. Miller; arbitration, Louis C. Hock; meetings and entertainment, W. Staunton Moylan; audit, Charles Geyer; membership, Gilbert T. Amsden; publicity, Louis Hawes; auto club, Charles H. Tuke; fire and accident prevention, Ezra M. Sparlin; educational, Roy Duffis; forms, Ernest A. Pavlous.

Eastern Notes

The Jefferson Fire of New Jersey has been licensed in Maryland.

Clarence T. Hubbard, assistant secretary of the Automobile, talked to the Allied Building Trade Contractors at Hartford Jan. 10 on "What Insurance Means to the Contractor."

New York State Notes

Articles of incorporation have been filed for the Dexter Agency of Batavia, N. Y. The new agency will transact a general insurance business.

Fire Jan. 12 caused $50,000 damage in the plant of the O'Rourke Baking Company, Buffalo, N. Y. Zero weather and a blizzard hampered firemen in fighting the blaze, which is thought to have been caused by an overheated oven.

Charles M. Epes, vice-president of the Woodworth-Hawley agency, Buffalo, N. Y., is vice-president of the new Temple Shares Corporation, which has been organized in that city to deal in investments.

Herbert L. Fox has sold his fire insurance agency which he has been operating at Dunkirk, N. Y., to the W. W. Heppell Company, general insurance agents of that city. The Fox agency will be merged with the Heppell company, Mr. Fox entering another field of business.

Another disastrous fire swept through two plants in the industrial section of Jamestown, N. Y., this being one of a series of conflagrations in which major loss has been recorded. The plant of the Monarch Refillable Fuse Company was damaged to the extent of probably $60,000 and that of the Falconer Iron Works to the extent of $20,000, the losses in each case being largely covered.

Difficulty encountered in starting village fire apparatus in zero weather is said to have been partly responsible for the spread of a conflagration which damaged half a dozen business houses in Sherman, N. Y. Loss was estimated at $40,000 to $50,000. It was only after fire companies had been summoned from Clymer and Ripley, N. Y., and North East, Pa., the latter city sending two companies, that the blaze was controlled.

Pennsylvania Notes

Homer F. Hanson, local agent and real estate man of Altoona, Pa., was recently installed as president of the Altoona Real Estate Board. T. Chester Parson, retiring president, is also a local agent.

Fire loss in Harrisburg, Pa., for 1928 was the lowest in recent years. Last year it was $75,653. Previously the lowest yearly total was $119,000. The per capita loss in 1928 was 84 cents as compared with $9.30 in 1927. The average per capita loss in recent years has ranged from $2.50 to $5.

A Pennsylvania charter has been issued to the National Insurance Agency of Philadelphia, organized with $10,000 capital to engage in a general insurance agency and brokerage business. Frank Malamut, 5327 Berks street, Philadelphia, is treasurer of the company. His associates are Gus Marks and William Bregan, both of Philadelphia.

IN THE CANADIAN FIELD

ANNOUNCE CONTEST RESULTS

Winners of Inter-City Competition Sponsored by Dominion Fire Prevention Association Given

TORONTO, CAN., Jan. 16.—Results of an inter-city contest in fire prevention activity, conducted under the auspices of the Dominion Fire Prevention Association for the year 1928, are now announced.

Among cities with over 100,000 population, Vancouver, Winnipeg and Quebec were first in their respective provinces, with Toronto and Ottawa leading for Ontario.

Results in Larger Cities

The results for cities of between 25,000 and 100,000 population are: Alberta, Calgary; British Columbia, Victoria; New Brunswick, St. John; Nova Scotia, Halifax; Ontario, Kitchener; Quebec, Hull, Outremont and Sherbrooke; Saskatchewan, Saskatoon.

For cities of less than 25,000 population the results are: Alberta, Lethbridge; British Columbia, Prince Rupert and Nanaimo; Manitoba, Portage La Prairie, St. Boniface and Brandon; Ontario, Kenora, Brockville and Owen Sound; Quebec, St. Hyacinthe, Riviere du Loup, and La Tuque; Saskatchewan, Prince Albert, North Battleford and Weyburn.

General Agency Appointments

H. B. Macdonald & Co. have been appointed general agents for the Province of Alberta of the National Union Fire.

Adams & Sise of Montreal have been appointed general agents for that city of the Hudson Bay. This firm has represented the Royal for some years as special agent, and has large and influential connections.

Wapiti Insurance Company Proposed

TORONTO, Jan. 16.—A. T. Hawley, a Winnipeg solicitor, gives notice that at the next session of parliament application will be made for a charter for the Wapiti Insurance Company with power to write fire business.

Canadian Losses Compared

According to the "Monetary Times," fire losses in Canada for the week ending Jan. 2 are estimated at $375,000, as compared with $263,300 for the corresponding week of last year. From Jan. 1 to Dec. 31, 1928, losses are estimated at $18,475,250, as compared with $16,728,300 from Jan. 1 to Dec. 31, 1927.

Canadian Fire Manager Now Director

WINNIPEG, Jan. 16.—A. L. Denison, who joined the Canadian Fire as a junior in 1901, and who is now its manager, was elected a director of the company recently. The Canadian Fire is one of the few joint stock fire companies controlled in this country.

Appointed Fire Investigator

MONTREAL, Jan. 16.—Capt. D. A. Noble of Moncton, N. B., has been appointed chief investigator for the maritime provinces by the Fire Underwriters' Investigation & Loss Information Bureau of Canada. His headquarters will be in Moncton.

Canadian Notes

Alex Sunter and John M. Ridout, formerly on the office staff, have been placed on the Canadian inspection force of the Union of Canton.

George T. Dewar, formerly examiner for the Western and British America in Toronto, and recently with the Northwestern Mutual Fire, has joined the firm of Seneca Jones & Son, Hamilton, Ont.

MOTOR INSURANCE NEWS

MOTORISTS MUTUAL WRITING

Company Headed by Former Governor Donahey Opens Headquarters in Pure Oil Building, Columbus, O.

The Motorists Mutual, of which retiring Governor A. V. Donahey is president, has opened headquarters at 318 Pure Oil building in Columbus, O. The company has begun writing business and appointing agents. Carl N. Crispin is the man who has been actively in charge. He is spending a part of his time out in the state appointing agents and establishing the company.

The company is operating on a plan similar to that which has been used by farm bureau organizations. A statement issued by the company outlines the plan of operation. An optional full coverage form is divided into three divisions: Fire, theft, windstorm and tornado; collision; liability and property damage. The policyholder pays a membership fee of $6 for each one of these three divisions if he wants full coverage. He may elect to take coverage in any one of the three divisions separately, any two of them or all of them.

Applicant Makes Deposit

In addition to the membership fee, the applicant makes a deposit with the company which may vary according to the type of car and the territory where the car is located. In some cities, this deposit will be $50. The policyholder may discontinue carrying insurance in the company at any time and is entitled to a refund of the guarantee deposit provided that the his premiums are fully paid to date of discontinuance. At the end of each six months, the policy-

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Fee Represents Sales Cost

The membership fee, according to the company, represents the entire sales cost. It is paid only with the original application and is never charged again. A membership in the company may be transferred for the same division of coverage to any car owned by the policyholder. No removal sales commission will be paid, and it is understood that solicitors are being paid about one-half the membership fee for selling the business.

The company was organized by men active in the Ohio State Automobile Association. So far as known, local automobile clubs are not taking any active part in promoting the interests of the company. Automobile club solicitors are being approached however to represent the mutual.

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The plan offered by Lincoln Lloyds provides that the year's premium shall be paid on a semi-annual basis. The first premium is to be paid at the time the policy is issued, is one-half of the regular tariff premium for the year. At the end of six months' period, the second payment becomes due and if during the first six months of the policy term the insured has reported no claims for which he was directly liable he becomes eligible for merit rating and his rate is reduced proportionately to the loss ratio as a whole, but in no event less than 20 percent.

At the renewal of the policy at the end of the year, insured's renewal policy will also be issued on the semi-annual premium basis and he will continue to enjoy the benefits of the reduced rate so long as his driving record is good, and as the experience as a class improves, his percentage of reduction will be increased.

Western Automobile Rates

It will be at least by Feb. 15 before the new manual of the Western Automobile Underwriters Conference is ready to be sent out. The experience data has been fully compiled. The conference gathers the experience on different makes of cars and this is reflected always in promulgation of new rates.

Reciprocal Increases Rates

SEATTLE, WASH., Jan. 16.—Decision to increase rates to the level charged by conference companies effective Feb. 1, was made at a meeting of policyholders of the United States Inter-Insurance Association, Seattle reciprocal, which according to its last financial statement shows net surplus of $112.50. The company also increased its rates 50 percent last March after incurring a run of heavy losses. The reciprocal, which confines its writings to stage and taxicab risks, is now operated by interests affiliated with the Northwestern Mutual Fire.

Survey County's Auto Insurance

MILWAUKEE, Jan. 16.—A suggestion that Milwaukee county insure its own automobiles as it now does its own buildings, has been made by Supervisor James Sheehan of the board. The county board institutions committee met last week and ordered a survey made of all automobiles owned by the county. Automobile insurance men attended the meeting. The committee is to meet again to discuss further a proposal that all county cars be insured with a single company. The county now pays $8,500 for premiums but the cars are insured with various companies. It is seeking to get a lower rate by giving all the business to one company.

MARINE INSURANCE NEWS

OCEAN TAKES HEAVY TOLL

Eight Total Hull and Cargo Losses Suffered in 1928—Season on Great Lakes Quiet

Eight total losses, most of them involving valuable cargoes and hulls and at least one involving great loss of life, was the sea's toll on merchant shipping in 1928. Most of the cargo insurance was carried in the United States. As most of the vessels were British, the greatest hull loss was suffered by British underwriters. The vessels lost, with their flags and net tonnages, follow:

British: Asiatic Prince, 3.656; Cairnton, 3.250; Cariboo, 4,463; Vestris. 6,623; Celtic, 13,046. Norwegian: Queens County, 2,585. American: Floridan, 4,198. Canadian-American: Chief Maquilla, 9,934.

Great Lakes Season Quiet

The season on the Great Lakes was quiet. In 1927 several total losses on hulls and cargoes were suffered by lake shippers as the result of storms late in the season. Storms and late shipments did not coincide in the 1928 season.

W. H. McGee Chicago Visitor

Among the New York visitors to Chicago last week was William H. McGee, head of the McGee & Co. marine office. After a look in at his Chicago office, he and his son, Edward R., who is a member of the Chicago office staff, went to St. Paul for a business visit. The senior McGee returned to New York at the end of the week.

Opens Marine Department

TACOMA, WASH., Jan. 16.—Hansen & Rowland have opened a marine department under the management of Harold N. Mann, formerly with the American Insurance Agency. This company represents the marine department of North River and Switzerland General, the Mercury and all-risks department of the Commercial Union.

Robinson Sails for Europe

R. V. Robinson of Chicago, manager of the marine department of the North America, sailed from New York late last week for Europe. He is expected to be gone several months.

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LOTT APPROVES PLAN ON AUTO ASSOCIATION

Compulsory Automobile Compensation Differentiates Greatly from That for Workmen

HITS EMBRYONIC IDEAS

President of United States Casualty Says Model Law Offers Satisfactory Solution

President Edson S. Lott of the United States Casualty addressed the Pittsburgh chamber of commerce last week under the auspices of its fire and casualty and automotive councils. Mr. Lott, who spoke on "Why Compulsory Insurance?" told of the disastrous effects of the Massachusetts automobile liability compulsory law and described the legislative efforts to meet the automobile evil. He explained the New Hampshire, Connecticut and Pennsylvania plans and said that he had favored the latter until the new model bill formulated by the American Automobile Association was formulated. This, he said, combines the best features of all the three sounder plans.

Provisions of Model Bill

"That bill," said Mr. Lott, "entitled 'Safety-Responsibility Bill,' in brief, provides:

"1. For the enactment of the Hoover committee's 'uniform motor vehicle operators' and chauffeurs' license act' by those states that do not have such a law.

"2. For suspension of the driving rights of all persons found guilty of serious violation of motor vehicle laws, unless and until they file security up to certain limits (in the form of insurance, bond or deposit) for the payment of liabilities incurred for future injuries to persons or property.

"3. For suspension of the driving rights of every person against whom there is an unpaid final judgment for automobile injury, until such judgment is paid (at least up to certain limits) and security is filed for the future.

"4. For a reciprocity provision suspending the driving rights, in the state of the law, of every person whose driving rights have been legally suspended in another state.

Courts Badly Congested

"While it is to be assumed that modifications and additions will be dictated by future study and experience," continued Mr. Lott, " yet I think that with this measure we are getting close to the best practical way of meeting that phase of the automobile evil for which compulsory insurance was intended, but is ill adapted, to remedy.

"In the meantime, however, another phase of the automobile evil has come to the fore—namely, the congestion of the jury trial calendars of the courts with automobile liability and property damage litigation. Compulsory insurance in the Massachusetts form has greatly aggravated that evil. For the five months' period, October to February, 1927-1928, there were 7,297 motor vehicle cases entered in the superior court

(CONTINUED ON PAGE 49)

INFLUENZA SPREAD FROM THE PACIFIC COAST

INVESTIGATIONS ARE MADE

Metropolitan Life Is Experimenting With the Use of Serum as Treatment for Pneumonia

The Metropolitan Life states that the influenza situation was the most important item in the health records during the closing months of the year and it still is a serious one. An unusual amount of sickness was first observed in California late in October. During November and December the disease spread to other sections. The reports indicated that the type of influenza now prevailing is not that which runs quickly into pneumonia and causes death. In California, Oregon, Washington, Utah, Idaho, Montana and Colorado, deaths from influenza and pneumonia increased five-fold, according to the reports of the Metropolitan Life.

Investigations Being Made

The company, through its influenza commission, the idea being conceived by Dr. Lee K. Frankel, second vice-president, has been making a series of investigations. The experiment has been along the line of studying the type of organism involved in individual cases and then using serum. It was found that the use of serum is more effective when given early in the course of the disease. The result in pneumonia treatment is striking and encouraging.

Death Rate from Diabetes

The Metropolitan Life states that there is propably no situation in the field of public health quite as puzzling as the present one regarding diabetes. For despite the use of insulin, which has prolonged the lives of thousands, the death rate from this disease is going up. The 1928 death ratio from this cause surpassed that of 1927. Among males the diabetes death rate has gone down steadily for all groups up to age 45. It is after 65 that there has been a distinct and significant rise since the introduction of insulin.

Experience With Females

Among females, the decline in the death rate has been limited to childhood and early adult life. After age 55, the increase has been practically uncontrolled. Half the total death rates from diabetes in the industrial experience of the Metropolitan occurs among women over age 50.

The Metropolitan concludes that while the death rate from diabetes is real and serious it is not at all inconsistent with an increasing and more effective use of insulin. Were it not for insulin the death rate from diabetes would have been much higher. Prosperity carries with it the penalty of a high diabetic death rate.

FILE BILL MODIFYING MASSACHUSETTS STATUTE

SANE SOLUTION TO PROBLEM

Representative Power Presents Combination of the New Hampshire, Connecticut and Pennsylvania Plans

BOSTON, Jan. 16.—A bill has been filed in the Massachusetts legislature for the repeal of the compulsory automobile insurance law with a substitution for it, by Edgar A. Power, representative from Winthrop. Insurance men in Boston who have studied Mr. Power's bill believe it contains the sanest and most practical solution of the automobile tangle that now confronts the state.

Under the proposed bill the operator or owner of a car responsible for an accident will be the one who will be obliged to pay, and the balance of the automobile owners who do not have accidents will not be penalized by being compelled to insure their cars for the purpose of helping pay for accidents caused by those who are negligent.

In the case of an accident the bill provides that the injured person has a right to a preliminary hearing in court. If the court finds that the accident was due to the negligence of the automobile owner, it will order the latter to file assurance of his financial responsibility, in the form of an insurance policy, stocks, bonds, cash, etc. If the owner or operator of the car complies with this order, he will be allowed to continue to operate his car, but if he fails to meet the requirements, his operator's license and car registration will be suspended. The suspension order will remain in force as long as the order to file financial security remains unsatisfied.

Law Violators Penalized

The bill also provides that if an operator of an automobile is convicted in a criminal court for any serious offense such as driving under the influence of liquor, or driving so as to endanger the lives of the public, he will not be able to operate or register a car until he has furnished financial security. The bill further provides that no automobile owner or operator, who has failed to pay a judgment for personal injuries obtained against him as a result of an automobile accident, may again operate a registered car unless he furnishes such financial security as provided.

The registrar of motor vehicles may relieve any person furnishing proof of financial responsibility under the proposed act from further continuing or renewing such proof after three years, provided that during that time he has not been convicted of a serious violation of the automobile law.

Mr. Power said that this bill will put a premium on careful driving. Under the present automobile law, accidents are increasing at an alarming rate because the owners of cars not insured prior to this law, are operating less carefully than when they were obliged to pay out of their own pockets any verdict rendered against them. Mr. Power's bill is based upon the New Hampshire, Connecticut and Pennsylvania plans.

WILL INVESTIGATE RECEIVERS BONDS

United States Attorney in New York City Seeks Data from Companies

WANTS TO GET PAYMENTS

Declares That Evidence Shows That a Bankruptcy Ring Exists Which Causes Many Irregularities

NEW YORK, Jan. 16.—United States Attorney Tuttle has addressed all surety companies in this city asking that they furnish him a list of parties to whom payments have been made under bankruptcy receivers bonds in recent years, and the amount of such payment in each case. This procedure on the part of the law officers is the direct outcome of the scandal that followed the reputed shortage of $50,000 in the receiverships of David Steinhardt, now a fugitive from justice, and the request of the federal judges of this district that the federal grand jury investigate the entire bankruptcy situation. There are indications, it is said, that a "bankruptcy ring" exists in this city, and the courts as well as citizens generally are most anxious that the matter be thoroughly gone into.

Importance of Investigation

Mr. Tuttle has written Charles E. Hughes, president of the New York Bar Association, stressing the importance of the present investigation, and suggesting that the bankruptcy committee of the organization take part in the inquiry which may lead to recommendations for changes in the existing bankruptcy statutes. The magnitude of bankruptcy operations and the possibilities for irregularities, it was pointed out, were indicated by the fact that more than $17,000,000 was in the hands of receivers in bankruptcy last year. The general allowance for receivers is understood to be 6 percent for the first $500; 4 percent for the next $1,000 and 2 percent of the value of the remaining assets, predicated on their sale price.

Customary Practice Pointed Out

The customary practice in business failures is the appointment of a temporary receiver, followed by the naming of a referee who hears the merits and the selection by him of final trustees. As a rule lawyers are named for the initial and the final receiverships; though occasionally creditors insist upon the appointment of a man familiar with the class of business transacted by the defunct concern, in which latter case the returns to creditors are far more satisfactory as a rule than where they are handled by legal lights.

Despite the disclosures now before the courts here, the experience of surety companies with receivership and trustee bonds has not been bad; though several

(CONTINUED ON PAGE 48)

XUM

PROGRESS IS MADE BY SALT LAKE CITY GROUP

F. B. HAMMOND IS PRESIDENT

Casualty and Surety Men Find That Constructive Work Is Being Done in Organization

SALT LAKE CITY, Jan. 16.—The annual meeting of the Utah State Surety & Casualty Underwriters' Association was held last week. Frank B. Hammond, American Surety, was elected president, succeeding Sidney Fuld, Fidelity & Deposit. Speakers commented upon the great work the association had accomplished during the 18 months of its existence. It was pointed out that brokerage rules have been straightened out in Salt Lake City, and that wonders had been accomplished in the matter of promoting harmony among the men engaged in writing surety and casualty business here. Practically every company represented in the state is represented in the association's membership, it was stated. Meetings are held monthly.

Besides Mr. Hammond, new officers elected at the meeting were: Fred A. Moreton, National Surety, vice-president; H. R. Hackett, Walker Brothers, secretary-treasurer.

NEW AMSTERDAM CASUALTY MAY INCREASE CAPITAL

BALTIMORE, Jan. 16.—The New Amsterdam Casualty is contemplating increasing its capital stock from the present $3,000,000 to $5,000,000. The matter has been discussed by the directors, but no definite plan has been worked out, although it is likely that details will be ready for submission to the stockholders within 60 days. Complete working out of the plan has been left to the executive committee.

The New Amsterdam Casualty has closed the most profitable year in its history and more capital is required to handle the company's growing business.

Franklin Surety Increase

The Franklin Surety of New York has increased its capital to $700,000, the original surplus from $175,100 to $700,000. It has launched into the plate glass and burglary field. Thomas P. Moylett, who was formerly with the Fidelity & Deposit, has been made manager of this department. It has recently been licensed in New Jersey and will expand into other states. During the year it expects to operate generally throughout the east.

The completion of the financial structure was done without any expense and has resulted in the acquisition of some 700 stockholders. The home office of the Franklin is at 123 William street. Garrett B. Carman is manager of the surety department. Elmer R. Cowan, formerly of the London & Lancashire Indemnity, has joined that department. William L. Marcy has been appointed general agent for the burglary and plate glass lines in the downtown district of New York.

General Casualty to Expand

SEATTLE, WASH., Jan. 16.—H. K. Dent, president of the General Casualty of Seattle, announces that the company's capital stock has been increased to $500,000 and its surplus to $750,000, also that the company will enter the middle western and eastern states. About $450,000 will be added to the surplus.

Phillips, Krech Made Directors

A. R. Phillips, vice-president, and George E. Krech, vice-president and secretary of the Great American, have been elected directors of the Great American Indemnity, casualty running-mate of the company.

EXCESS MAKES AN ANALYSIS OF RETURNS

FINE PROFIT IS PRESENTED

Company Adds to Its Reserves—Premiums for the Year Will Be $1,000,000

According to an analysis made of the operations of the Excess Insurance Company for the first nine months in 1928, it will enjoy an underwriting profit after writing off all extraordinary expenses of organization, etc., James Gibbs, president, announces. The company began business in January, 1927. While its complete financial report for 1928 will not be available for some time on account of the nature of its business, it is estimated that the entire year's operations will be similarly profitable from an actual underwriting standpoint.

Because of the statutory requirements under which the Excess operates, which require the setting up of heavy reserves for both claims and unearned premiums, a diminution of the surplus is inevitable, but with the growth of the company these reserve funds are released and flow back in to the surplus account.

Mr. Gibbs announced that the premiums for the year will be in excess of $1,000,000. Despite the heavy legal reserve demands it is felt by the officers that the company has had a very satisfactory year.

Wants Life Running Mate

The Union Indemnity of New Orleans through its holding company, the Insurance Securities Company, has been planning for some time to organize or purchase a life insurance company to be a running mate to the Union Indemnity fleet. An effort was made recently to purchase a Chicago company but complications arose which finally diverted further negotiations from that course. The Union Indemnity feels the desirability of having a full rounded organization to write all kinds of insurance.

Standard Surety Expanding

NEW YORK, Jan. 16.—Thus far the Standard Surety & Casualty of this city has been licensed in New Jersey, Maryland and Maine, and within a short time will likely be admitted to a number of other states to which application has been made. The company, of which Frank G. Morris is president, is now well organized as to its different departments and is already writing a fair volume of business. As its agency force is established during the coming months the Standard Surety & Casualty may be counted upon to become a virile force in the field.

Aurelius Made Vice-President

Marcus A. Aurelius, a former president of the Cook County Bankers Association, has been elected vice-president of the new Calumet National Life of Chicago, and also its running mate, the Calumet Casualty. He is an officer and director of the so-called Calumet banking group consisting of the Calumet National, Roseland State, Cottage Grove State, East Side Trust & Savings and Hegewisch State Bank.

Safety Congress in Chicago

The annual Safety Congress will be held in Chicago Sept. 30 to Oct. 5, according to Managing Director W. H. Cameron of the National Safety Council, following the December meeting of the national executive committee.

In view of the unprecedented attendance at the last annual session held in New York, it is predicted that at least 7,000 safety workers of this and other countries will be present.

HEAR OBJECTIONS TO LACQUER SAFETY PLANS

FIGHT SOCKETS HAZARDOUS

Workmen to Wear Masks while Spraying to Prevent Poisoning—Clean Booths Oftener

MILWAUKEE, Jan. 16.—Objections of various manufacturers to proposed changes made by the Wisconsin Industrial Commission regarding the protection of workmen engaged in spray painting of houses, bridges, automobiles, and other things, were heard in Milwaukee last week and as a result, some of the proposed changes are to be modified.

Among the most important changes, are an order which would compel all men engaged in painting with a paint sprayer to wear a mask which would either be connected directly to outside air by means of a tube or pipe, or a mask which would manufacture its own fresh air.

Exposed to Lead Poisoning

The manufacturers said that this would be impractical. A revision will probably be made on the change to permit a mask on the army gas mask style. It was pointed out that without such a mask the men doing the painting were exposed to lead poisoning, poisoning by benzol and methyl alcohol, through the breathing in of the spray. These masks would be required when the painting is done inside a building.

The commission proposed to compel outside illumination of booths wherein automobiles or furniture are painted, but the manufacturers said that this would be impractical. This change is to be revised to allow outside illumination, providing a vapor proof glove with rigid fastening.

Light Sockets Dangerous

It was pointed out that the ordinary light socket as used at present creates a fire hazard through danger of sparks from the socket, igniting inflammable lacquers or varnishes. The lights in the booth must be changed frequently and the greatest danger from sparks comes when the lights are being changed.

Another proposed change was to permit the use of flat steel plate instead of a groove baffle plate to distribute the air evenly and catch a portion of the lost paint.

Another change that met with the unanimous approval of the manufacture was an order that all booths wherein painting was done be cleaned every day. Accumulation of the lacquers, varnishes, or paints creates a dangerous fire hazard.

A committee is to consider the objections of the manufacturers and revise the changes proposed by the industrial commission, so that the changes will conform to the commission's ideas, and also suit the manufacturers.

Compensation insurance underwriters in the state are particularly interested in the new changes, due to the occupational hazards of painters, and the fire insurance companies are interested in the reduction of fire hazards in plants where sprayers are used.

Buffalo Companies Entertain Employes

BUFFALO, Jan. 16—More than 200 employes of the Merchants Mutual Casualty and the Guardian Casualty were guests of their employers at a dinner dance Jan. 11. Lewis G. Harriman, president of the Buffalo Chamber of Commerce, and a director of the Guardian, congratulated the employes on their record of 1928. Owen B. Augspurger, president of the two companies, announced that insurance of $500 to $5,000 would be given to all employes, depending on their periods of service, in recognition of their service. Clifford W. Brown was in charge of arrangements for the dinner and entertainment.

BLACKWELL & DOUGLASS MAKE NEW APPOINTMENTS

INTENSIVE CULTIVATION PLAN

Western Managers of Constitution Indemnity Sign Field Men for Three States, Metropolitan Chicago

Under a plan of more intensively cultivating its field, the western department of the Constitution Indemnity of which Blackwell & Douglass are managers, has made the following appointments and alterations in its field lineup:

Howard W. Bailey has been appointed state agent for Wisconsin. His headquarters are at 87 E. Wells street, Milwaukee, where he will share offices with the state agent of the Fire Association, the Constitution's parent company. He has had several years' experience in the casualty field and was last with the Auer agency in Milwaukee. H. E. Thornton, who has had northern Illinois and southern Wisconsin, will be relieved of his duties in Wisconsin and will hereafter have all of Illinois excepting the Chicago metropolitan area.

Warner Gets Two States

H. F. Warner has been appointed Kansas and Missouri state agent. His headquarters are in the Continental building in Kansas City, Mo. He is a native of Kansas, a University of Kansas graduate, and has been a member of the investment firm of Herrod, Warner & Hartley in Winfield, Kan. Hitherto Missouri and Kansas have been in charge of E. H. Warner, executive special agent.

Fred S. Rye has been transferred from the underwriting department in the Chicago office and made special agent for the Chicago metropolitan area, which includes Cook, DuPage and Lake counties, Ill., and Lake county, Ind. He is the son of Fred Rye, vice-president of the Public Fire. He served the Ocean in Chicago and has been in the Blackwell & Douglass office since it was opened, the first of 1927.

Double Premium Volume

Blackwell & Douglass doubled in 1928 the premium volume of the Constitution's western department in 1927, which is a splendid record. Growth of business has made it necessary for the department to take more space for its headquarters, which are in the Adams-Franklin building in Chicago. The new offices are now being fitted up and will be ready for occupancy in a short time.

Automobile Case Decided

Held that it will be observed that under the traffic regulations pedestrians are given the right of way at all crosswalks, except at controlled crossings. At controlled crossings pedestrians have the right of way along with other traffic moving in observance with the traffic signals. Plaintiffs entered the crossing while the green signal light was displayed, and having committed themselves to the crossing, they had the right of way until they could reach the opposite curb. The negligence of defendant consisted in placing himself in a position where he could not observe the crossing and determine before starting to cross that the way was clear of pedestrians. The conditions of traffic in our crowded streets is such that travel by pedestrians is at best difficult and dangerous. If their absolute right to enter upon a crossing when the signal permits it is not sustained, they would be almost without protection. Entering under this invitation, they cannot be charged with contributory negligence if the signal switches when they are in the street.—Griffith vs. Slaybaugh, Ct. of Appeals, Dist. of Columbia.

Against Compulsory Automobile Plan

QUEBEC, Jan. 16—The Quebec Automobile Club, representing the majority of autoists in the province of Quebec, has gone on record as being opposed to compulsory automobile insurance.

PUBLICITY BUREAU ISSUES ITS REPORT

LEGISLATIVE REVIEW MADE

F. Robertson Jones Comments on the Work of the Year—Splendid Service Was Given

NEW YORK, Jan. 16.—A review of the activities of the Workmen's Compensation Publicity Bureau for the fiscal year, Dec. 1, 1927, to Dec. 1, 1928, was submitted by Secretary-Treasurer F. Robertson Jones to members at their annual meeting. Within the period covered 22 legislative sessions were in progress engaging the attention of the bureau. Of the 612 bills examined, all affecting directly or indirectly casualty or surety interests, 146 were enacted into law. All bills offered were analyzed by the bureau and the result promptly forwarded to members, keeping them fully informed at all times as to the character of pending legislation. Among the important measures opposed in their entirety, few of which were enacted without satisfactory amendments, were those relating to monopolistic state-managed compensation insurance funds; unreasonable and illogical amendments to compensation laws; monopolistic state-fund compensation insurance; defectively drawn or unreasonable automobile insurance bills; co-defendant; restricting the right to cancel accident and health policies; increasing taxes on insurance companies, and oppressive measures restricting the transaction of insurance.

Some Measures Favored

On the other hand, bills of the following general type were favored: Amendments in the interest of clarification; or for the elimination of errors and amendments improving various insurance laws.

Whenever advisable the bureau has been represented at hearings before legislative bodies, making clear to the lawmakers the results that might be expected to follow the enactment of submitted measures. Throughout the past 12 months the bureau, Secretary F. R. Jones stated, had served its members through supplying information upon a variety of subjects aside from purely legislative matters. In addition it had maintained and extended its contact with the public at large in all matters relating to casualty and surety indemnity. The present membership is 25 stock companies, while three others subscribe to a limited service.

Travelers' Plan Discussed

As the result of a meeting of the automobile department of the National Bureau of Casualty & Surety Underwriters in New York Tuesday, it is reported the organization agreed to let each member company deal with the automobile installment premium payment plan as it sees fit. The matter has been generally discussed ever since the departure of the Travelers in this connection was announced. Sentiment whether the organization as such should formulate a program or leave it to the individual judgment of each particular office is divided. The latter idea apparently ruled.

Hudson Casualty in New Hampshire

The admission of the Hudson Casualty of Jersey City into New Hampshire is announced by M. A. Kreps, vice-president and general manager. The development of the state will be entrusted to P. R. Wilbur, resident vice-president in charge of the New England department, with headquarters at Hartford.

M. S. Bobo has been appointed special agent in the southern California field for the General Accident. He has been for the past three years assistant manager of the Nettleship Company agency in Los Angeles.

CITIZENS CASUALTY TO WRITE ALL LINES

IS ON PARTICIPATING BASIS

Utica, N. Y., Company Announces It Will Cut Conference Rates 15 Percent on Various Classes

The Citizens Casualty, 329 Genesee street, Utica, N. Y., which was organized as a stock company in October, states that it will eventually write all lines of casualty insurance but is starting with public liability, automobile, property damage, collision and plate glass. In New York it is writing at a discount of 15 percent below bureau rates. It will be a participating company, in that dividends will be paid policyholders at expiration of policies if the earnings permit. Its capital is $400,000 and surplus $220,000. Charles A. Walker is vice-president and general manager. The directors are as follows:

H. A. Ackroyd, Utica, N. Y., secretary Utica Fire; R. A. Barbour, Pittsfield, Mass., president Berkshire Mutual Fire; H. W. Barley, New York, president F. R. Cruikshank Co.; C. R. Dewey, Utica, N. Y., president Citizens Trust Co.; Percy B. Dutton, Rochester, N. Y., New York state manager General of America; George F. Ferris, Utica, N. Y., Dunmore, Ferris & Dewey, attorneys; T. Harvey Ferris, Utica, N. Y., Dunmore, Ferris & Dewey, attorneys; L. D. Hoadley, New Berlin, N. Y., manager Preferred Mutual Fire; Franklyn C. Hopkins, Utica, N. Y., president Consolidated Water Co.; C. J. Lamb, Utica, N. Y., vice-president Utica Trust & Deposit Co.; G. A. Niles, Utica, N. Y., president Oneida National Bank; George H. Norris, Utica, N. Y., Citizens Casualty; F. M. Potter, Rome, N. Y., General Cable Co.; W. I. Taber, Utica, N. Y., chairman of board Citizens Trust Co.; Charles A. Walker, Utica, N. Y.; vice-president and general manager Citizens Casualty.

Minnesota Insurance Directory

THE NATIONAL UNDERWRITER has just issued its new insurance directory of Minnesota giving full, concise information regarding insurance features of the state These state directories are of particular interest to anyone that has insurance dealings with agents in a state because of the comprehensive information that is given. The company directory is up to date and complete. In each town and city, the agents are enumerated with the companies they represent. The premiums and losses for the last two years are given. Minnesota is an important insurance state and THE NATIONAL UNDERWRITER Hand-Book reflects its leadership.

Biggert Ohio Field Manager

Philip C. Biggert has been appointed field maanger in Ohio for the Century Indemnity of Hartford. Mr. Biggert, who will make headquarters at Columbus, has been with the company since 1927, most of the time attached to its Chicago branch office.

Roosevelt Declines Directorship

Governor Franklin D. Roosevelt of New York declined reelection as a director of the Fidelity and Deposit of Baltimore at the annual meeting this week. He was, however, reelected as vice-president on leave during his gubernatorial term.

Partnership to Represent Inter-Ocean

The partnership of Harroll & Haendel has been formed to represent the Inter-Ocean Casualty in the southern Ohio district, with office in the Lowe building, Dayton, O. C. F. Harroll was formerly state manager for Ohio; and Adolph Haendel for Indiana. Both men are widely known in the health and accident field.

The **Associated Life of California** wrote $248,180 in accident and health premiums in 1928.

VIRGINIA COMPENSATION RATE INQUIRY RESUMED

RATING METHODS OUTLINED

Commission Will Undertake Study of Records to Determine Next Step

RICHMOND, VA., Jan. 16.—Inquiry into workmen's compensation rates in Virginia got under way Tuesday before the state corpoation commission. William Leslie of New York, general manager of the National Council on Compensation Insurance, the first witness to take the stand, gave an outline of the methods employed in determining compensation rates. He told the commission that the rates are fixed on a state basis and that regional and national experience do not go into the rate making structure.

E. E. Cadmus, manager of the Virginia Workmen's Compensation Inspection Rating Bureau, followed Mr. Leslie, explaining in further detail how the rates are made and applied. Witnesses for the mutuals writing this kind of business testified the following day. The commission indicated that the hearing would be adjourned after they had been heard and that it would then undertake to make a study of the records in the case.

A number of company representatives and rating experts were on hand when the hearing opened. Clarence W. Hobbs, representative of the National Convention of Insurance Commissioners on the National Council, was also present.

CALIFORNIA REPORT MADE

Rating Bureau Compilation Shows Rates Have Been Increased to Maintain Manual Basis

SAN FRANCISCO, Jan. 16.—Compensation rates in California have been increased 6.3 percent, in order to bring the premiums to the manual rate basis, according to the annual report of the California Rating Bureau. Regarding the changes in the rates resulting from the manual revision but recently completed, Manager W. A. Chowen said: "In this manual revision, the rates have been keyed to the last three years' experience, 1924-26 inclusive, the loss ratio of which years indicate a loss ratio of 62.6 percent against a permissible loss ratio of 59.4 percent, thus indicating that the present rates must be increased 4.7 percent.

Necessary to Increase Level

"Again, owing to the off-balance produced by the application of the experience rating and schedule rating plans, the percentage of collected premiums to manual premiums is shown to be .945. In order to offset this deficiency, it would be necessary to increase the manual level 6.9 percent, but inasmuch as the pure premium selection actually resulted in an increase of 5.3 percent, in lieu of the 4.7 percent necessary, an increase of 6.3 percent has been applied to bring the collected premiums to the manual rate basis. The expense loading under the proposed manual will remain as at present, namely 40.6 percent. Again, it has been proposed to the insurance commissioner that since the program heretofore mentioned of an annual revision and/or review will under ordinary circumstances take place early in December, it would be advisable to establish March 1 as the regular rate on which such manual changes be made effective, and this has been the proposal of the committee to the commissioner."

Reelect Manager Chowen

The report shows a membership of 52 companies as of Dec. 31, 1928, 34 full memberships and 18 associates. There was one withdrawal during the year, the West American Casualty, with the following three additions: Century Indemnity, National Casualty and Occidental Indemnity.

Walter A. Chowen was reelected manager and the California Casualty Indemnity Exchange, Pacific Employers, Maryland Casualty and Travelers were reelected members of the classification and rating committee. The Fidelity & Casualty and Globe Indemnity were elected members of the governing committee, the latter succeeding the Aetna Life.

JOHN DOWNS CRITICIZES STATE AUTO FUND PLAN

EXCHANGE DINNER SPEAKER

Says That Scheme Will Not, As Stated, Result in Better Rates for Public

BOSTON, Jan. 16.—"The bill by Ex-registrar Goodwin to have the state embark in an automobile state fund under the name of the Massachusetts motor vehicle insurance fund act is a scheme to fool the legislature into voting for a state fund under the guise of getting the citizens insurance rates as promulgated in his bill," declared John W. Downs, general counsel for the Insurance Federation of Massachusetts, at the annual dinner of the New England Insurance Exchange. Harry P. Worthley of the exchange was toastmaster.

"It would be just as easy, under the Goodwin scheme," continued Mr. Downs, "to tell the public that they are to get their insurance on the basis of $5 a year, because under Goodwin's proposed plan, if the fund finds itself to be in need of money, no assessment is made upon the motor vehicle owners, but the commonwealth lends its credit and advances enough money to keep the fund solvent during any year, and the board of commissioners, in fixing the rates for the ensuing year, is obliged to fix them large enough to pay back the money borrowed from the commonwealth during any current year plus a sufficient rate to pay operating expenses and losses under the state fund for the ensuing year."

Regional Plan Considered Fair

The one thing the general public does not seem to understand, continued Mr. Downs, is that the regional division of the state is the fairest plan yet devised for the fixing of automobile rates. He explained that Massachusetts is divided into five divisions and the rate of each division is based upon the losses that are caused by the automobiles registered in these divisions.

Mr. Goodwin estimates that he will collect, under his scheme, $12,500,000, which wil be sufficient to pay all losses and expenses of this fund. Under the proposed schedule of rates, the Goodwin plan is bound to fail. Owing to the rapid increase of highway accidents it will cost insurance companies over $12,500,000 to pay the losses only in 1929. Leslie F. Knox, president of the Insurance Society of Massachusetts, and Ralph S. Sweetland, secretary of the exchange, were other speakers.

Casualty Notes

William R. Warburton has been appointed general agent for the Massachusetts Accident at Providence, R. I.

Admission to Connecticut has been granted to the Standard Surety & Casualty of New York.

The New York Indemnity announces the appointment of Nealy Grant & Co. as general agents for surety and casualty business at Memphis, Tenn.

The Central Health of Omaha, Neb., has been licensed in Michigan. The Central Health is operated by the same interests as the Woodmen Accident.

CHANGES IN THE FIELD

(CONTINUED FROM PAGE 16)

but he is reported to have passed 70. He has been a sufferer from asthma, and it is his plan to seek out some climate more suitable to this ailment than Richmond.

With the exception of Texas, Captain Jones has traveled every state in the southern department of the Hartford. He has been supervising Virginia for the past 20 years. Four years ago, Thomas S. Prescott, son of W. R. Prescott, general agent at Atlanta for the company, was sent up from Atlanta to assist him in his field duties. A year ago, L. J. Smith, who had been with the company's engineering department in North Carolina, was transferred to Virginia as an additional special agent. Mr. Prescott now assumes supervision over the field with Mr. Smith as his assistant.

George E. Schweers

George E. Schweers, formerly state agent of the Phoenix of England in Wisconsin, has gone with the Chicago branch office of the Glens Falls as special agent in charge of the service and brokerage department. He will supervise the activities of this department in the entire Chicago area, including the counties in northern Illinois and Indiana which are handled by the Chicago office. Mr. Schweers formerly traveled in both Illinois and Wisconsin for the Scottish Union & National, and has had an excellent insurance training.

J. Wallace Westwood

J. Wallace Westwood, recently with the Travelers Fire has been appointed special agent in New York State outside the metropolitan and suburban districts for the Meserole group of companies.

J. J. Duane and H. V. Phillips

The Svea and Hudson have divided the New England field. John J. Duane has been appointed special agent for Connecticut and western Massachusetts with headquarters at Hartford. H. V. Phillips, therefore, will have a more limited field maintaining his headquarters at Boston.

Revision in Ohio

The Old Colony has made a change in its supervision arrangements in Ohio. C. Earl Gibbs, state agent for the Boston, has been given complete supervision of the Old Colony business in Ohio. H. L. Newton, former state agent for the Old Colony, becomes special agent for both the Old Colony and the Boston. R. B. Atwell, formerly special agent for the Boston, has gone with the National Union as a special agent.

E. W. Porep

E. W. Porep has been appointed special agent of the North America traveling in western Michigan and the northern peninsula with headquarters at Grand Rapids. He has been connected with the Pacific Coast department of the North America. He succeeds P. R. Ingles, who becomes Wayne county manager and moves to Detroit.

Forrest M. Earp

Forrest M. Earp, formerly Cook county special agent of the Glens Falls, has been appointed special agent of the company in Illinois, succeeding L. G. Carpenter. Mr. Earp will handle the entire Glens Falls group. He will make headquarters at Peoria. Mr. Earp was formerly president of the Cook County Field Club and made an especially notable record as a personal producer of accident and health insurance during a recent contest for business that was staged by the Glen Falls Indemnity.

NEW OFFICERS NAMED BY AMERICAN SURETY

NEW YORK, Jan. 16.—At the annual meeting of trustees of the American Surety yesterday, Charles W. Goetchius was elected a vice-president and re-elected treasurer and S. C. Hemstreet was elected secretary.

Other officers were reelected and new selections were as follows: W. H. Bennem as manager of the fidelity department, which is supervised by Vice-President A. E. Cotterell; C. C. Maher, manager of the claim department, supervised by Vice-president B. J. McGinn; P. H. May, deputy comptroller; William Goetz, asisstant treasurer, who was also reelected cashier, and C. A. Stumpf, G. W. Thomas and C. S. Waterbury, assistant secretaries.

H. I. Brown Director of Sylvania

Henry I. Brown of Henry W. Brown & Co. and Theodore B. Brown have been elected directors of the Sylvania Fire, one of the Corroon & Reynolds group.

Oakley Was the Host

Members of the staff of the New York office of the United States Fidelity & Guaranty were guests of Alonzo Gore Oakley, joint manager of the branch, at a dinner Jan. 10; the occasion marking the 31st year of his continuous service with the company. Col. E. G. Babcock, assistant manager of the department, was toastmaster. The speakers included Joint Manager Edward R. Lewis; H. G. Combs, general superintendent of claims at the branch office, and William J. McArthur, general counsel.

Mr. Oakley has long been an outstanding figure in New York surety and casualty circles. The noteworthy success of the United States Fidelity & Guaranty in the territory is in large measure due to his ability and energy.



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ACCIDENT AND HEALTH

INFLUENZA LOSSES RUN HIGH

Value of Waiting Period Emphasized as Four and Five Day Claims Pour in

PHILADELPHIA, Jan. 16.—The value of the waiting period in health insurance policies is being borne home very painfully these days to health underwriters.

The so-called influenza epidemic is beginning to make itself very evident in the claims and the loss ratios for December and thus far in January are running, in practically every instance, just exactly 100 percent over the same period of the previous year.

The companies frankly admit that, were it not for their waiting period policies, the loss ratio would be running still higher. Those companies writing industrial health business and which charge 100 percent additional for a policy minus the one-week waiting period, find that most of their business was written without the waiting period and that the losses in the industrial line are just as heavy as in the commercial business.

Only Plain Grippe

The recent statement of the United States surgeon general that this is a "psyche influenza" epidemic—meaning that many people suffering simply from old-fashioned colds or plain grippe talk themselves into believing that they have influenze—is borne out in the experience of the companies.

The one bright feature for health underwriters in the present situation is the fact that this is not an influenza epidemic but solely an abnormal prevalence of colds. The records of the companies show that the period of illness is very short, the length of the claims running from three to 10 days with the average claim being around four or five days. Underwriters compare this experience with that of the last influenza epidemic when the average claim was for a period of from two to five weeks.

All Sections Affected

The cold, or grippe, epidemic does not seem confined to any particular section of the country, the companies declaring that the claims are rolling in from all parts with all sections showing about the same average.

Company officials do not look for any immediate relief in the situation. Claim notices are usually sent in about two weeks after the disability period and, with reports that the epidemic is still in full swing, they look for the heavy loss ratio to continue for at least a month, if not longer.

DELUGED WITH CLAIMS

Western companies writing health insurance are still being deluged with claims due to influenza and other respiratory diseases. The procession is still on, although it has been halted in some of the sections where the epidemic first started. Claim departments are overwhelmed with work and many clerks are kept at the offices at night keeping up the records.

Double Indemnity Case

Action upon policy of life insurance containing provision for double indemnity in the event that the "death of the insured resulted directly and independently of all other causes from bodily injury effected solely through external violent and accidental cause." Insured died July 7, 1925, when his automobile left the road and ran over the steep bank of a canal. The insurance company admitted liability for the face of the policy but contested the accidental nature of the injury, alleging that the death of insured was self-inflicted, or the result of suicide. Plaintiff introduced evidence tending to prove purely accidental cause of injury and evidence was introduced on behalf of defendant below, tending to prove motive for suicide. There were no eye witnesses. The case went to the jury and resulted in verdict and judgment for amount of the double indemnity. Held that the charge that where the evidence leaves it doubtful whether death was caused by accident or suicide the burden shifts to defendant to prove self-destruction, was not erroneous. Judgment affirmed. New York Life Ins. Co. v. Ross. U. S. C. C. A. 6th Cir. (Tenn.)

Conference Dates June 4-6

The annual meeting of the Health & Accident Underwriters Conference will be held at the Edgewater Beach hotel, Chicago, June 4-6.

For many years the annual meetings of the conference have been held in September, but in view of the decision made at the last meeting to hold but one meeting a year, it is believed that a June meeting will be more convenient for the members generally, will be better suited for the entertainment and, in the absence of a mid-winter meeting, the logical time to get together.

George F. Manzelmann of the North American Accident, chairman of the program committee, and Ted M. Simmons of the Pan-American Life, chairman of the entertainment committee, are both at work on plans for the coming meeting and have promised to excel the program and entertainment offered at the meeting in Chicago last September.

Chiropractor, Osteopath Won't Do

SAN FRANCISCO, Jan. 16—In an opinion given to Commissioner Detrick, Attorney-General Webb has ruled that where an accident and health policy provides for attention by a regularly licensed physician, the service of a chiropractor or osteopath will not suffice.

Round Table Session in Detroit

DETROIT, Jan. 16—A general round table discussion is on tap for the next meeting of the Accident & Health Managers Association Friday evening. E. H. McFarland of the North American Accident, president of the club, announces that members attending will be invited to bring up any subjects of general interest to the business that they choose and comments on subjects so introduced will be asked from all sides.

Monarch Opens New Claim Office

A claim office known as the midwestern claim department has been opened by the Monarch Accident at A-2109 Insurance Exchange, Chicago. Previously the Monarch claim work in Chicago was in charge of Owen G. Flynt, who has gone to the company's home office since the establishment of the larger claim department.

National Travelers Agents Meet

Iowa district agents of the National Travelers Casualty closed their annual meeting in Des Moines with a banquet and theater party. President William C. McArthur reported 1928 the best year in the company's history. He attributed the growth to a change in the company's articles from an assessment association to a legal reserve company. Speakers before the district agents were Commissioner Ray Yenter, Prof. John Ryan of Grinnell College, Justice Truman S. Stevens of the Iowa supreme court and District Judge Lester Thompson.

Evidence Supports Verdict

Appellee recovered a judgment on an accident policy on her husband who was shot while at home in his own yard, by person unknown. Appellant filed an answer of general denial and a second paragraph alleging that insured took out the policy on representations that, he was in the automobile selling business, whereas he was in fact engaged in the transportation of liquor. Appellee replied that his death did not occur in any hazardous undertaking, but while at home, etc., and that appellant had waived the matters alleged by collecting premiums after knowledge of the facts. The answers of the jury are that insured at time of application in fact had a place for sale of automobiles where he sold autos. Held that the evidence supports the verdict.—Midland Casualty vs. Lucas, App. Ct., Ind.

Now in All 48 States

The recent entry of the North American Accident of Chicago into Virginia now rounds out the operation of the company in all of the 48 states. The company made a splendid record during 1928, having recently increased its capital from $200,000 to $400,000, following which a 100 percent stock dividend was declared.

Empire L. & A. Agents Banqueted

W. C. Monroe, manager of the Madison (Ind.) district of the Empire Life & Accident of Indianapolis, entertained members of the district staff with a banquet, in honor of the promotion of E. A. Rutherford of Madison from agent to assistant manager. Mr. Rutherford has been with the company since 1918.

It was announced that the district had been enlarged to take in Rushville and Shelbyville, Ind., and is composed of 236 cities and towns in the southeastern part of the state.

J. H. Weyer, general manager of the commercial department at the home office, was the principal speaker. Company representatives from Rushville, Franklin, Shelbyville, Columbus, Seymour, North Vernon and Madison attended.

National Mutual Accident Chartered

AUSTIN, TEX., Jan. 16—The National Mutual Accident of Houston, Tex., was granted a charter this week to do accident insurance business on the assessment plan. Incorporators are: George H. Cottrell, C. E. Hill, M. S. Kennerly, W. E. Thomas and Dr. J. H. Florence.

To Appoint Claim Man Soon

B. B. Paddock, secretary and general manager of the Central Casualty of Columbus, O., will appoint a new claim manager within the next few weeks to fill the vacancy caused by the recent death of the head of the department.

AMONG SURETY MEN

APPOINTS LEGISLATIVE BODY

Surety Underwriters Association of Chicago Holds First Meeting Under New Officers

Four members of the Surety Underwriters Association of Chicago as follow were appointed as a legislative committee of the organization at the regular monthly meeting, held last Friday: Gordon Grahame, Maryland Casualty; W. W. Steiner, Globe Indemnity; W. O. Schilling, United States Fidelity & Guaranty; Charles H. Burras, National Surety. The following entertainment committee was appointed: W. W. Steiner, Gordon Fox, New Amsterdam Casualty; L. Kline. Globe Indemnity (Hosner general agency).

Arnold Succeeds Hansmann

William H. Hansmann of the American Bonding resigned as a member of the executive and acquisition cost committee. His resignation was accepted with regret, and he was given a rising vote of thanks for his efforts in helping solve the acquisition cost problem in Chicago. Under a suspension of the rules. to expedite matters, A. C. Arnold, Chicago manager of the Standard Accident. was elected to succeed Mr. Hansmann.

A letter of resignation from the R. W. Hyman general agency was read and was referred to the executive committee for action. The agency represents the Continental Casualty. The reason for referring the letter to the executive committee is that the association wishes to hold all its members because of the importance of numbers in the acquisition cost struggle.

Schilling Reports

W. O. Schilling, chairman of the executive committee, made a very brief report on the acquisition cost situation since the last appearance of Arbitrator Francis R. Stoddard in Chicago. He said that Colonel Stoddard is working with the companies in the east on the situation.

The meeting was the first to be held under the new administration, which took office following the annual meeting near the close of last year. President Arthur G. Stanten, manager of the Massachusetts Bonding, presided. In the absence of the regular secretary, Elmer C. Anderson, American Employers, Richard E. Cline of the Aetna acted as secretary. Vice-President Timothy E. Dunne, Union Indemnity, was unable to be present, although he made the arrangements for the meeting.

FORM DETROIT ORGANIZATION

Surety Association of Michigan Launched With J. L. Straughn of Fidelity & Deposit as President

DETROIT, Jan. 16.—Representatives of a majority of the surety companies in the Detroit field met Friday and organized the Surety Association of Michigan. J. L. Straughn, resident vice-president of the Fidelity & Deposit, was chosen president. Other officers are: G. S. Hilderbandt, branch manager of the New York Indemnity, secretary-treasurer, and W. H. McBryan, manager of the United States Fidelity & Casualty, first vice-president. The next meeting has been called for Jan. 31, when by-laws will be presented for adoption.

The purpose of the organization at this time, according to Mr. Straughn, is to obtain representation as a group in the Allied Construction Interests, a clearing-house organization for credit information maintained by building supply houses, contractors, etc. "We believe the membership in the association will be a valuable source of credit information," declared Mr. Straugn, "and enable us all to operate more efficiently."

NO ACTION IN NEBRASKA

Opposition to State Contribution to Relieve Bank Deposit Guaranty Fund Dwindles

LINCOLN, NEB., Jan. 16.—No bill has yet been introduced dealing with the future of the state deposit guaranty fund. However, the opposition to a state contribution has been dwindling, and the indications are that the state will assume at least half of the loss.

C. M. Skiles, attorney for the guaranty fund commission, proposes a compromise by which the state and the state chartered banks pay $6,000,000 each and the depositors write off the balance, or $4,000,000, as he figures. He would have the law repealed at the end of four years, by which time he would pay off all liabilities, and thereafter provide a system of individual liability for the state banks.

The state guaranty fund commission has made the following recommendations to the governor: That the protection of deposits in the future be limited to 75 percent: that the state pay the larger share of the deficit through some form of equitable taxation; that the guaranty fund, in the future, shall not be liable for any interest on deposits after failure, either before or after they

go to judgment; that the constitution be amended so that the stockholders' liability shall attach immediately upon the closing of a bank; that the supervision and control remain with a secretary and staff, but that all appointments of examiners and all new charters must have the approval of an advisory board, made up of one banker from each of the seven regional groups of bankers in the state.

American Surety Chairman

The American Surety has been elected chairman and the Constitution Indemnity vice-chairman of the national agency committee of the Fidelity & Surety Acquisition Cost Conference for the new year. Officers of the New York City committee have not yet been chosen.

COMPANY CLAIMED BREACH OF CONTRACT

Russell contracted in writing with Herbst for Herbst to build him one brick building and remove and repair a wooden building for an agreed consideration. Appellant, as surety, joined with Herbst in executing a bond to appellee to secure faithful performance of the contract. The wooden building was moved and repaired, but Herbst abandoned his contract without finishing the brick building. Appellee gave due notice to appellant of Herbst's default, as required by the bond, whereupon appellant denied all liability on its bond on the ground that appellee and Herbst had breached condition of the contract. Held that the material bills might be in excess of the contract was the very contingency contemplated by the surety bond. Appellant bound itself to pay these bills on condition that appellee would pay the labor bills in full as and when presented to him and 75 percent of the material bills as and when presented to him, and appellee has faithfully discharged that obligation to the extent that these bills were duly paid by him and all the contract price went into the contract. Appellant has been given the benefit of every cent provided by the contract for its indemnity and of the 25 percent retainage on the material bills. Judgment for appellee Russell affirmed. Aetna Casualty & Surety v. Russell et al., Ct. of Civil Appeals Texas. 9th Dist.

EMPLOYERS CASUALTY STARTS CONTRACT SERVICE

The Employers Casualty of Dallas, Tex., is announcing the opening of its contract bond department under the management of P. R. Clark.

The operations of this department will be limited to Texas for the present. It is the purpose of the management to extend the field of operations to those states where the company has been entered to write the other lines of business.

The management of the Employers Casualty has, for a number of years, been closely affiliated with the various branches of the Associated General Contractors in the southwest. President Homer Mitchell, in announcing the opening of the contract bond department, states that the demands of the contracting fraternity convinced him of the advisability of opening this department in order that he might offer complete facilities for handling contractors' business.

This department is to be under the direct supervision of Mr. Clark, who has for many years been identified with the construction industry, having for the past five years been surety special agent for the United States Fidelity & Guaranty in Texas, specializing on contract bonds. Before joining the U. S. F. & G. he had had eight years' experience as an agent and special agent for other companies.

Defer Milwaukee Grand Jury Probe

MILWAUKEE, Jan. 16—A grand jury to investigate the writing of surety bonds in Milwaukee county will be called in the near future by Municipal Judge Shaughnessy, but not until tangible evidence has been gathered. Judge Shaughnessy is now preparing his formal statement to the county board of supervisors, who requested a grand jury.

He said that no evidence has been placed with the district attorney excepting that gathered in the John Doe proceedings relative to the sale of bonds on public works by public officials. Judge Page held at that time that the evidence did not warrant criminal proceedings.

To call the jury immediately would result in nothing but to burden the county financially, Judge Shaughnessy said. That the jury will be called, however, is definite and it is only a question of gathering the evidence.

Daley Joins Royal Indemnity

John F. Daley has been appointed fidelity and surety special agent for the Cook county offices of the Royal Indemnity, which were recently opened in Chicago. Mr. Daley's last bond department connection was with the Maryland Casualty in Chicago, in the bond claim department. Previously to joining the Maryland he was with the American Surety.

C. E. Mitchell Resigns

C. E. Mitchell, superintendent of agents of the surety department of the Continental Casualty, has resigned. Mr. Mitchell was formerly connected with the Fidelity & Deposit.

Negligence Was Proved

Held that the statutory bond given by an engineer in a ditch proceedings covers not only negligence in the survey but also negligence in supervising construction and the issuance of certificates through which contractors may obtain payments as the work progresses. In such a bond, conditions added to those prescribed by the statute should be held surplusage. That the auditor was also negligent in issuing warrants upon the certificates does not relieve the surety of the engineer. The engineer's negligence in issuing certificates for excessive amounts was a proximate cause of loss to the county.—Yellow Medicine County vs. Johnson, Supt. Ct., Minn.

Seattle Association Elects

SEATTLE, WASH., Jan. 16.—Officers elected at the annual meeting of the Seattle Surety Association were Mark A. Reese, president; Guy L. Stevick, Jr., vice-president, and Gordon L. Cook, secretary-treasurer. The executive committee will be composed of Mr. Reese, J. A. Cathcart, Ellery W. Newton, John C. McCollister and Gerald Perry. Monthly meetings will be held throughout the year.

To Discuss Articles

MILWAUKEE, Jan. 16.—The Surety Underwriters Association of Milwaukee has decided to have each member subscribe to the American Agency Bulletin of the National Association of Insurance Agents, for the surety educational course which is being published. The weekly meetings of the association, in the future, will be a discussion of the article on surety underwriting, which has appeared during the current week. The members of the surety group feel that such a seminar on the lectures will result in a great deal of benefit by giving them new ideas on their business and refreshing them on various other points and practices.

Joyce Discusses Coast Conditions

SAN FRANCISCO, Jan. 16.—A meeting of the Surety Underwriters Association of Northern California was held Jan. 10. William B. Joyce, chairman of the National Surety, who is at present managing the San Francisco office of the company, made an address in which he discussed surety conditions on the Pacific Coast.

Require Bonds in Nebraska

LINCOLN, NEB., Jan. 16.—Most of the county boards of the state have notified the state banks that because of the condition of the guaranty fund and its inability to meet losses promptly if not for all time they must give bonds for the

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safety of public funds deposit. In a number of cases surety bonds have been given, but in other cases banks are endeavoring to secure the acceptance of liberty bonds and other securities. Several county boards have asked legal advice on whether this constitutes a legal deposit, since title to the securities remains in the banks, which collect interest and coupons on them. It is insisted that at least one supreme court decision leaves these securities open to attachment by creditors in case of a failure.

PERSONAL GLIMPSES OF CASUALTY MEN

Richard H. Thompson, third vice-president of the Maryland Casualty, has sailed from New York on the Resolute of the Hamburg-American line, for a four months' cruise around the world. This cruise covers 30 countries, 63 cities and over 37,000 miles in its itinerary.

—

Max J. Blitz, well known insurance man of Fort Wayne, Ind., a director of the Lincoln National Life, and a go-getter from 'way back, has been elected one of the directors of the Citizens Trust Company of his city.

—

A. E. Forrest, Jr., son of Vice-President A. E. Forrest of the North American Accident, Chicago, has entered the employ of the company at its home office, after attending school at the University of Illinois. He is beginning his insurance career in the agency department, which is under the supervision of George F. Manzelmann, agency director. In his training he is starting on the ground floor and will work his way through the various departments in order that he becomes familiar with all angles of the company and agency work.

—

L. E. Brown, assistant to the vice-president of the Continental Casualty at its head office in Chicago, in charge of its claim department, is leaving this week for Florida, where he will bask in the sun for the next three months.

—

"The rumor that I have any intention of resigning from the Independence companies is entirely without foundation," said President **Charles H. Holland,** in discussing the report current that he contemplated resigning.

Discussing the recent contract with Corroon & Reynolds, Mr. Holland said: "We regard with great satisfaction the affiliation that has been made with the Corroon & Reynolds group of New York, whose record of success with other companies in which they are interested is well known."

—

Stricken with a heart attack, **Frank M. Richey,** construction engineer for the Richmond branch offices of the United States Fidelity & Guaranty, died suddenly last week while seated at his desk. He had been connected with the U. S. F. & G. for the past six years. Mr. Richey was 59 years old and a native of Chambersburg, Pa.

—

Miss Betty Welton, daughter of **Spencer Welton,** president of the New York Indemnity, last week made her professional stage debut in Philadelphia as a member of Ned Wayburn's "Gambols."

—

J. W. Scherr, president of the Inter-Ocean Casualty, is spending about ten days in Florida visiting agencies of the company.

—

N. C. Stevens, secretary of the Aetna Casualty & Surety and for two terms mayor of Hartford, has been appointed a member to the Connecticut state board of finance and control.

—

In appreciation of the service rendered sound underwriting during his several years as superintendent of insurance in New York, **James A. Beha** was the honor guest of a number of casualty and surety officials at a dinner in New York City. While concerned with all phases of underwriting in his official post, Mr. Beha was perhaps particularly interested in casualty and surety company activities and was in large measure responsible for enforcing the provisions of the casualty acquisition cost agreement and in launching the fidelity and surety agreement of the same type. Since his retirement from office at the close of the past year Mr. Beha has been in the financial field, and is also chairman of the board of the recently formed Germanic Fire of New York.

Question of Liability

Action for damages for personal injuries resulting from automobile striking person of plaintiff, and running into rear of plaintiff's car while it was standing on the public highway. Held, that it is clear from the record that plaintiff did not voluntarily stop his automobile on the highway. Without warning or apparent cause the engine of his automobile suddenly stopped running. The car came to a full stop. When the motor stopped running, his automobile was on the right side of the travelled highway, with the right wheels extending beyond the edge of the pavement, resting on the dirt embankment. In this situation, plaintiff immediately alighted from his car and walked to the rear end of the automobile for investigation, but before he had time to do so the driver of defendant's bus came up from the rear, and without slackening speed attempted to pass plaintiff's automobile on the right side, and in so doing collided with the standing car, and struck plaintiff, breaking his leg, and inflicting other injuries. Under these circumstances plaintiff's contributory negligence was one of fact for the jury. No error in denying motion for directed verdict.—Conner vs. Sullivan, Sup. Ct., Colorado.

Will Back License Law

ST. LOUIS, Jan. 16.—The Automobile Club of Missouri, following a referendum conducted among 400 members of its advisory committees, has decided to back an automobile drivers' license law measure to be presented to the Missouri general assembly.

The club has also expressed itself in favor of a proposed state patrol for the policing of highways. Similar measures were supported by the club four years ago, but defeated at Jefferson City.

Would Require Appeal Bonds

OKLAHOMA CITY, Jan. 16.—A bill introduced by Claude Briggs of Latimer county in lower house of the Oklahoma legislature would require carriers of compensation insurance, or other appellants from orders of the state industrial commission(to give supersedeas bonds when taking appeals to the supreme court.

Act Against Ambulance Chasing

ST. LOUIS, Jan. 16.—The St. Louis Bar Association has voted to sponsor and lend active support to a bill to be presented to the Missouri general assembly now in session at Jefferson City, Mo., to make "ambulance chasing" a misdemeanor.

The proposed bill against ambulance chasing provides that solicitation of business by attorneys shall be subject on conviction to a fine of $500 and disbarment from further practice. The proposed bill also provides that a release obtained on solicitation from the person causing an automobile accident in which another person is injured should be invalidated after 10 days.

Labor's Wisconsin Program

MILWAUKEE, Jan. 16.—Insurance legislation which is opposed by the insurance interests is to be sponsored and supported at this session of the Wisconsin legislature by the Wisconsin State Federation of Labor, it was indicated at a meeting of the executive board here.

Among the measures to which labor will give its strongest support are compulsory liability insurance and payment of damages in case of accidents; amendments to the workmen's compensation law to make hernia a compensable injury regardless of its cause; payment for permanent injury at the maximum wage rate; creation of a state compensation insurance fund; and law for providing unemployment insurance.

Compulsory automobile liability insurance will be one of the leading bills again at this session, as it was the last, when it was defeated. However, due to the experience that Massachusetts is having with its law, it is generally believed in the state that the adoption of such a law would be unwise.

Michigan Field Club Elects Jan. 25

DETROIT, Jan. 16.—The annual election of officers of the Michigan Casualty & Surety Field Club will be held in Detroit Jan. 25, Secretary A. W. Cowlin announces. The executive committee will meet to choose a slate in a few days, it is understood. Gilbert S. Hildebrandt of the New York Indemnity is now president of the club.

The weekly Tuesday luncheons for Detroit members of the club were resumed last week after a lapse during the holidays.

Report on Lincoln Casualty

SPRINGFIELD, ILL., Jan. 16.—More than 2,500 claims have been filed against the Lincoln Casualty, according to a report of H. U. Bailey, director of the state department of trade and commerce and liquidator of the company. Mr. Bailey recommended allowance of claims totaling $126,497 and recommended that other claims amounting to $555,538 be referred to the master in chancery for decision.

Rules Against Ambulance Chasers

The board of common pleas judges in Philadelphia has adopted stringent rules, based on the recommendations of the committee of censors of the law associations, designed to curb fake accident claims and shyster lawyers.

The new rules prevent lawyers dividing fees with runners and ambulance chasers; forbid basing compensation of medical witnesses upon outcome of suit and give court right to review "pay" in contingent fee suits.

Ohio Territory Rearranged

Falconer, Dunbar & Picton, district managers for the Aetna Life and affiliated companies, casualty division, in Toledo, O., have taken over the business in Lucas county for development, this territory having been released by W. G. Wilson, Cleveland general agent.

Arizona Reports to Los Angeles

Merle D. Smith, manager of the Los Angeles branch of the Union Indemnity, has announced that hereafter Arizona agents of the company will report to that branch instead of to the home office in New Orleans.

Equitable May Spread Out

LOUISVILLE, Jan. 16—It is rumored in Louisville that officials of the Equitable Life & Casualty, the executive offices of which were recently moved from Chicago to its new home office building in this city, are planning to launch a new company to handle plate glass and automobile coverage.

Britton Enters Surety Field

Orson L'H. Britton, who represents the Travelers at Binghamton, N. Y., and is a big producer for that company, has taken on the United States Fidelity & Guaranty and has added a surety department to his business. Mr. Britton is president of the Binghamton Rotary Club and a past president of the Binghamton Fire & Casualty Insurance Club.

Los Angeles Agents Organize

LOS ANGELES, JAN. 16.—At a meeting Friday of 25 Los Angeles casualty and surety agents in the offices of the C. Q. Brady agency, the Surety-Casualty Brokers Association of Los Angeles was formed. The purpose of the organization is to promote the observance of correct practices in this field and its membership will be composed of brokers and direct-writing agents. Constitution and by-laws are being prepared. It is understood that the dues will be nominal, probably $5 annually. Officers elected include: Robert H. Frohn, president; H. C. Johansing of Cass & Johansing, vice-president; R. G. Hillman of Hillman & Hillman, vice-president; Matt T. Mancha of Matt T. Mancha & Co., vice-president; Speed S. Fry, treasurer, and Robert F. Boyd, secretary.

Indorsement Not a Forgery

Defendants executed to plaintiff a bond indemnifying the Bank of Detroit against "any loss through the payment, whether received over the counter or through the clearing house or by mail, or forged or raised checks, of genuine checks bearing forged endorsements, or the establishment of any credit to any customer on the faith of such checks." The Strathmoor Lumber, Coal & Supply Company obtained a certified check payable to order of American Investment Company. This was endorsed "American Investment Company, by J. P. Lynch," and deposited to the personal credit of J. P. Lynch, who subsequently withdrew the money from plaintiff bank. Plaintiff was compelled to refund the $1,000 to American State Bank, drawee, and defendants refusing to pay, this suit was instituted to recover the $1,000. There was judgment for defendants. Held that this endorsement was not a forgery. Judgment affirmed.—Bank of Detroit vs. Standard Accident, Sup. Ct., Mich.

New Amsterdam Increases Dividend

BALTIMORE, Jan. 16—Directors of the New Amsterdam Casualty have declared a quarterly dividend of 72½ cents a share, thus raising the annual rate from $2.80 to $2.90 a share.

While results for 1928 will not be known for about two weeks, it is officially announced that they were the most favorable in the history of the company.

Export Indemnity Incorporates

The Export Indemnity of New York has given notice of its intention to incorporate.

Divide Iowa-Nebraska Territory

DES MOINES, Jan. 16.—Officials of the Des Moines branch office of the United States Fidelity & Guaranty are dividing Iowa and Nebraska into seven districts so that special agents may reach the farthest point from their headquarters within three hours. The rearrangement has not yet been completed.

Rogers to Detroit Office

John A. Rogers, chief clerk of the home office agency department of the Fidelity & Casualty, has been transferred to the Detroit office to take up field work. He entered the service of the company as a clerk in May, 1920.

NEWS OF COMPANIES

Kansas Bankers Surety—Assets, $550,207; unearned premiums, $42,803; claims in process of settlement, $28,179; commissions, brokerage and other charges due after Oct. 1, $185; capital, $318,250; surplus, $149,789.

Experience on 1928 business:

	Prems.	Losses
Fidelity	$50,402	$26,016
Surety	35,203	2,128
Totals	$85,605	$28,144

* * *

Calumet Casualty—Assets, $263,407; unearned premiums, $54,605; commissions, brokerage and other charges due, $8,726; capital, $100,000; surplus, $100,075.

Experience on 1928 business: Plate glass, premiums, $107,550; losses, $18,677.

* * *

Hardware Mutual Casualty, Wis.—Assets, $2,772,726; unearned premiums, $1,152,191; unpaid claims, $79,992; reserve for liability losses, $699,659; reserve for workmen's compensation losses, $158,238; commissions, brokerage and other charges due or to become due to agents on policies effected after Oct. 1, 1928, $8,728; net surplus, $638,440.

Experience on 1928 business:

	Prems.	Losses
Auto. fire	$ —1,300	$ 4,860
Auto. theft	—306	4,993
Auto. liability	1,279,890	304,783
Other liability	46,328	3,380
Workmen's comp.	469,980	231,207
Plate glass	136,259	38,745
Burglary and theft	12,581	313
Auto. prop. damage	515,306	150,926
Auto. collision	175,880	78,143
Other P. D. and coll.	4,415	895
Totals	$2,639,036	$ 818,249

GOSS COMMENTS ON FARM BUSINESS

(CONTINUED FROM PAGE 6)

it necessary to exert constant pressure toward a reduction in buildings in keeping with percent of acreage values and other facts. The farm insurance situation was complicated because of the depression of the industry, consequent deterioration of physical features, depreciation of farm land, increase in percentage of mortgages to value of farms, attraction of the cities, insistence of living along the main improved highways, prevalence of smoking on the part of farm boys and farm hands, general use and storage of oil products for power machinery.

Mr. Goss stated that in his opinion farm companies have permitted the level of insurance on farm buildings to remain higher than present-day conditions warrant. He said that the assured must sustain a very definite and positive loss for himself in case of fire on his premises. In this way moral hazard will be practically eliminated. In the days of farm prosperity there were fewer fires, not only because of the absence of moral hazard, but because every farmer was interested in protecting the valuable equipment with which his profitable farm operations were carried on. Mr. Goss said that the farm companies must rely more on what underwriters have learned about farm underwriting as it is today and on their determination to follow this life courageously than on help from the outside.

Fire Prevention Gospel Spread

Mr. Goss told about the spread of the gospel of fire prevention throughout rural sections, he feeling that much good has been done in that direction. He said that the present set-up is such that every farm fireside will be reached through the schools, the press, the radio, the local agent and other proper means.

Mr. Goss declared that the stock insurance stands today a virile, militant force, well adjusted to the times and is rendering an honorable straight forward protective service to the public. Some 15 Farm Association companies have banded together to do institutional advertising through farm journals. He said that through these mediums acquaintanceship with farm leaders has been of value.

Loss Ratio Uncertain Quantity

In making further observations, Mr. Goss said that the loss ratio is an uncertain quantity. It cannot be controlled profitably. It may be influenced for better or for worse by the application of careful judgment, or by lack of it. He said that an important item in the outgo is the cost of production. He called attention to the danger of paying more than the business is worth and granting costly perquisites. In speaking of the depreciation of farm property Mr. Goss said farms suffered depreciation in sale value of 50 percent or more. The equity above the mortgage was often reduced to the vanishing point, but there had been no appreciable reduction in the cost of construction of buildings and farms. In the honest opinion of the average agent, the cost of replacement should still determine the amount of insurance in most cases. Every office has found it necessary to exert constant pressure toward a reduction of insurance on buildings in keeping with present acreage values and other facts.

WILL INVESTIGATE RECEIVERS BONDS

(CONTINUED FROM PAGE 41)

offices will be called upon to settle claims more or less heavy as a result of the pending difficulties. Rates for bonds of receivers of national or state banks or insurance companies is $2.50 per $1,000 and that for receivers of general institutions, $5.00 per $1,000, while those for masrtes, referees trustees or commissions is $3.00 per $1,000.

UNDERWRITING PROFIT SEEN IN EARLY FIGURES

(CONTINUED FROM PAGE 3)

and in some of the western states they are credited with writing fully 40 percent of the aggregate fire business. Over all is the competition the organization stock companies have to meet with the considerable number of non-affiliated carriers that have been formed within the past 18 months, not a few of which are unusually aggressive in the pursuit of premiums, and are getting their full share.

While the temptation to let down the underwriting bars in the light of the strong competition during the past year was severe, there is no indication that any company adopted the practice. Nor is it assumed that there will be any such departure in 1929.

It is generally felt that security values are now as high as they are likely to be, the market considered by and large, and that little gains from the banking element of the business can be looked for from now on. Instead, there is more likely to be a recision. In this event it behooves company officials to watch even more critically than ever their underwriting operations and to hold fast to those principles that have been tried and proved in the crucible of hard experience.

APPORTIONMENT OF BIG LOSS IN 1921 IS UPSET

(CONTINUED FROM PAGE 8)

valve. This was done in January, 1925, but the case only came to trial in October, 1928.

The trial court made several rulings of interest and these have just been reaffirmed in denying a motion for a rehearing. Some of the findings were as follows:

(a) The pro rata clause was required under the Kansas law by virtue of general basis schedules on file in the office of the superintendent of insurance, and therefore was omitted by mistake and must be read into the policies.

(b) Errors in the original apportionment were mistakes of fact, the facts being all well known and admitted, including the amount of insurance, the sound value, and the amount of loss. Therefore, the acceptance of the erroneous apportionment by the assured was not binding, as it was without consideration. There was no element of compromise in the apportionment, but only a mistake, and therefore the discharge given by the assured was not binding, because of the rule of law that the payment of a smaller sum does not discharge a larger debt.

Had No Application

(c) That there was a misapplication of the coinsurance clause because by its terms it could only be applied on separate items in case there were two or more items in the policy.

(d) In the original apportionment the parties overlooked that part of the Connecticut rule to the effect that every rule of apportionment must bend to the right of the assured to be fully indemnified.

(e) The provision in the policy of the Wholesale Grocery Subscribers to the effect that no action shall be brought unless commenced within twelve months next after the fire, is void and unenforceable.

Large Policies in Reciprocals

The Wholesale Grocery Subscribers was interested in two policies, one for $40,000 and one for $60,000. The Individual Underwriters of New York had $75,000 on the line and the Central States Inter-Insurance Exchange had $5,000. The Warner Reciprocal Insurers was joined as a defendant by reason of having taken over the Wholesale Grocery Subscribers at Warner Inter-Insurance Bureau. Several technical defenses involving the right to sue the exchange and the liability of the members were raised, but were overruled by the court without special findings.

ACTION ON AUTOMOBILE SITUATION EXPECTED

(CONTINUED FROM PAGE 3)

such a situation would be permitted to develop is unthinkable. This fact is fully recognized by officials, despite the rather thinly veiled intimations of two or three prominent men that they are prepared for drastic action.

Association May Take Jurisdiction

Should, as seems probable, the Eastern Underwriters Association be asked to take jurisdiction over the automobile business, the matter will be reviewed at the general meeting of the body on Jan. 23. In the minds of some underwriters it is a pity that the fire men could not have arranged their gathering for to day, meeting shortly after the adjournment of the automobile conference. Membership in the two organizations is almost identical, and had the Eastern Underwriters Association gone into session immediately following the automobile gathering, there would have been no lost time and the question at issue would have been fresh in mind. The lapse of a week opens the way for wire pulling, should there be an inclination so to do, and in any event will mean more or less rehashing of statements and arguments previously made.

There has been altogether too much lost time already. What is needed and needed badly now is definite and final action. Pending the outcome of the present discussion, rates are being held up, agents are in a quandary as to what the new tariffs are likely to be, and automobile manufacturers are irritated, appreciating that the cost of insurance has a material bearing upon the sale of their product.

Another Conflict Reviewed

The conflict between the fire and the casualty men as to rates for collision and the property damage feature of the contract, as well as commissions on the former class, has been the subject of conference between a joint committee representing the two types of companies. While the result has not yet been made public, the prevailing impression is that the casualty men will concede the right of the fire companies to name collision rates, the fire companies in turn leaving the fixing of property damage tariffs to the casualty underwriters. The great bulk of the collision premiums are now and for years have been secured by the fire companies, while the reverse obtains with respect to the property damage income.

The two classes of companies differ basically in their consideration of collision experience, the casualty companies tabulating according to accident frequency, while the fire companies are concerned with the damage loss. Collision insurance, it is averred, is a physical risk, just as is fire and theft, and must be so treated. Property damage, on the other hand, is recognized as third party liability, and is closely linked with personal liability; in fact, few property damage claims are filed without an accompanying claim for personal injury. For the handling of claims of this nature the casualty companies are well equipped, and the fire companies very indifferently.

Concessions Favored

For a considerable time past there has been a growing sentiment among underwriters of both types of companies that each should surrender to the other the final word in rate making on the division of general hazard with which it is most familiar and in a peculiarly favorable position to deal with. In the east and the south the fire companies heretofore have charged uniform collision as well as property damage rates. In the west and on the Pacific Coast the fire companies have quoted and are quoting rates for the collision feature considerably below those of their casualty competitors, with the result that the great increase in premium income of the fire companies from the division comes from the latter territories. The income in the east and the west is about equally divided between the fire and the casualty companies.

An influence that has undoubtedly aided in this change in general sentiment is the increased number of both fire and casualty companies that have formed either subsidiary institutions of the opposing type, or have effected close working agreements therewith, so that they are not particularly concerned as to which pocket the collision premium goes into, so long as it be retained by the common ownership.

Peculiar Condition Exists

It is not the idea of fire men generally that the Eastern Underwriters Association take charge of automobile affairs. Instead they feel that the organization should simply assume general supervision and thereby compel observance of the rules of the two bodies. At present there is the anomalous condition of companies being loyal members of the fire body and free lances insofar as the automobile field is concerned. This condition leaves them free to pay excess commissions in the automobile field with the express stipulation that an agent thus favored reciprocate with a proper percentage of his choice fire lines. That the practice has been freely indulged in and is largely responsible for the prevailing disturbance in the business as a whole there is no question.

The slogan of many officials now is that a company should be regular insofar as every division of its activity is concerned, or be an outsider altogether. In the latter event the association offices could enforce separation, which they are powerless to do now, where the automobile line is concerned.

Pending the adjustment of existing differences, rates for 1929 are being held up; the commission question is growing serious; the insurance departments are asking questions that cannot be definitely answered, and company officials and local agents are dangling at the end of a limb.

In the best interests of the business as a whole, it is hoped that the prediction of the optimists will come true, and that at the meeting of the Eastern Automobile Underwriters Conference the carefully considered program of its executive committee will be unanimously adopted.

Cotter With Associated Indemnity

F. M. Cotter, who recently resigned as resident secretary of the Royal Indemnity at San Francisco, has joined the Associated Indemnity of the Associated Insurance Fund group, commencing his new duties Jan. 15.

Investigating Liberty Surety Bond

TRENTON, N. J., Jan. 16.—Thus far the legislative committee investigating the affairs of the Liberty Surety Bond of this city has not unearthed anything particularly wrong with the conduct of the organization. The daily press is devoting considerable attention to the matter.

Iowa Surety Situation

NEW YORK, Jan. 16.—"The Iowa situation" among other matters, it is expected, will be taken up by the Surety Association at its quarterly meeting now in progress here.

Annual Figures Given

The New Jersey Fidelity & Plate Glass has furnished its annual statement showing assets $6,950,145, increase $560,-139. Of this amount nearly $121,000 went in the increase in premium reserve, bringing that item up to $1,739,259. About $316,000 was added to claim reserve, which is now $2,209,448.

H. M. Cubley Has Resigned

H. M. Cubley, superintendent of agents in the eastern department of the Union Indemnity, with offices in New York City, has resigned. No one has been appointed yet to succeed him.

LOTT APPROVES PLAN OF AUTO ASSOCIATION

(CONTINUED FROM PAGE 41)

of Massachusetts, in comparison with 3,207 such cases entered in the same period of the preceding year. In other words, motor vehicle cases increased 127.7 percent. In the same periods all other cases increased only 1.6 percent.

Recommended Remedy

"Various remedies proposed for this particular evil are reviewed in the annual report of the judicial council of Massachusetts, wherein the remedy recommended is to amend the laws governing court procedure and practice so as to force petty accident cases more generally into the lower courts and so as to induce the parties in accident litigation generally to waive trial by jury.

Urge Compensation Insurance

"But that reform holds out no promise of being a panacea. And the legal profession — bench and bar — in some parts of the country have hit on something that looks to them like a 'whale of a panacea'—that is, to kick motorists out of court entirely, by compelling them to insure compensation to all persons injured by their automobiles, regardless of fault, and providing that all claims for such compensation shall be adjusted and all contested claims therefor shall be decided, informally and summarily, by administrative officials. That is 'compulsory automobile compensation insurance.' Its proponents claim sweepingly that it would rid the jury trial calendars of the courts of all automobile accident litigation; assure relief to all victims of automobile accidents; cost less than present automobile liability insurance; and, like the workmen's compensation law, be equitable to all concerned and produce few controversies or uncertainties.

Objections Numerous

"The objections to this 'bright idea'—exclusive of questions of constitutionality for lawyers to debate—are too numerous and complex to be adequately presented on an occasion such as this. The best I can do is to indicate a few.

"In the first place, it should not be regarded as a practicable proposition or looked upon by the general public as a promising social remedy until its proponents can present it in concrete form, with a fairly definite plan and essential specifications, that won't 'fall down' upon first analysis. But its proponents haven't got that far yet. At present their proposals are too embryonic and unformulate or shifting for intelligent discussion.

Plans Not Comparable

"To get down to the real merits and demerits of compulsory automobile compensation insurance, much of such favorable consideration as it is now receiving is based upon the delusion that compensation, regardless of fault, for accidents on the highways would operate about as equitably and could be administered about as automatically as workmen's compensation for occupational accidents. Some distinguished judges and lawyers entertain that delusion to an extreme, due, apparently, to their ignorance of the practical operations of workmen's compensation, with which they have never been brought in contact. The truth is very different from the delusion mentioned. There are many features inherent in this proposal that differentiate it greatly from workmen's compensation in respect to both principle and practice.

Based on Wages

"Under the workmen's compensation law, the claimant is always an employe and the compensation is based on his wages. There is always an employer; and generally the employer reliably reports the accident, the wages and the dates when the employe leaves work and returns to work, with the consequence that in few cases are there any doubtful allegations or occasions for controversy except about the degree and duration of disability or, in fatal cases, about questions of dependency.

Not Usually Employed

"But in claims for public accidents conditions are very different. There is then no employer to report or keep tab on the claimant. Nearly half of the injured—children, students, housewives, the retired and the derelicts—not only have no employments to return to but also have neither wages nor earnings. How then verify the duration of their disabilities? How determine disability in a person injured by accident who was already retired for disability? And upon what would the compensation of the classes of persons just mentioned be based? What conscionable formula for compensating them can be conceived that would not lead to general uncertainty and controversies? Moreover many claimants would be self-employed. Would their compensation be based upon their earnings? If so, think of the volume of disputes that would arise over the alleged earnings of those who keep no books, of those who have capital income inextricably confused with their personal earnings, etc. This analysis could be carried further; but I think I have gone far enough to satisfy you that this scheme would no more resemble workmen's compensation in practice than a cat and dog fight resembles a church sociable.

Selection of Risks Essential

"In conclusion let me impress upon you the importance of some first principles. It is proclaimed that the public needs protection against motorists; and, therefore, it is proposed to harry motorists indiscriminately. That conclusion is vicious. Motorists are a part of the public, indeed a very large part; and the careful drivers among them need and deserve protection about as much as anybody. Any measure of so-called public protection that lumps them in with the careless and criminal, forces on them insurance designed for the careless and criminal and puts on them the burden of the losses of the careless and criminal, is basically unsound. Expressed in the language of our profession, 'selection of risks' is essential to this line of insurance, not only in order that the insurance may be financially sound but also in order that it may be socially beneficial."

Universal Licensed in Colorado

E. T. Harrison, president of the Universal Casualty of Dallas, announces that it has received its license in Colorado. The Universal Casualty will operate in conjunction with the Colorado branch office maintained by the Universal Automobile in Denver. Ray M. Beebe, manager of the Universal Automobile will act in the same capacity for the Universal Casualty. The Universal Casualty is a running mate of the Universal Automobile.

Jones Made Special Agent

Cobb, Miller & Stebbins, general agents at Denver, announce the appointment of W. S. Jones as special agent for their casualty department in the mountain states territory. He has been traveling for the United States Fidelity & Guaranty.

Would Exempt Guest Liability

Exemption of automobile owners from liability for accidents happening to nonpaying guests in their machines is provided for in a bill introduced in the California legislature by Assemblyman Jespersen of San Luis Obispo.

United Pacific Enters Idaho

SPOKANE, WASH., Jan. 16.—Entry into Idaho is announced by President J. W. Reynolds of the United Pacific Casualty of Seattle. Idaho business will be under the supervision of the Spokane office. This company writes all forms of automobile and plate glass.

The New York Indemnity announces the appointment of the McIntosh-Talkes Company of Cleveland as general surety agent.

Again— *Service Wins!*



Telephone Longbeach 7552

OFFICE OF THE
SHERIDAN TRUST & SAVINGS BANK BUILDING
BROADWAY & LAWRENCE AVENUE
CHICAGO

December 21,1928.

Mr. B. Beris
American Glass Co.
103 No. Branch St.
Chicago, Illinois

Dear Sir:

Several times we have been in need of quick service, which we have always received from your Service Dept. Yesterday we had one of our store windows break and it was no more than twenty minutes, from the time we called, that your men were out here to replace it. As in this instance, so has it been on several occasions in the past.

As I feel that good service is not always appreciated, I want to take the liberty, at this time, of thanking you for the excellent service that we have received, from your office in the past year.

Sincerely yours,

SHERIDAN TRUST AND SAVINGS BANK BUILDING

E. V. Smedley

EVS/A Manager.

Will a broken window seriously inconvenience your client? The above organization knew of the Service Department of the American Glass Co. and what might have proved an annoying inconvenience was being repaired in twenty minutes. Our Service Department will take care of your client in the same rapid, satisfactory manner.

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HOME OFFICE DAVENPORT, IOWA

Interesting Bits From News Desk

(CONTINUED FROM PAGE 6)

been booming also. The truth of the matter, it appears, is that insurers, owing to the limited volume, are writing very little premium income and some underwriters are losing heavily.

One reason for this is that aircraft operators simply cannot afford to pay the large premiums required, which often aggregate more than 20 percent of the value of the plane. Many, in spite of the obvious risks, do not protect themselves fully, owing to the burdensome cost. This is quite understandable.

The profits to be made by a newcomer to the aviation field are largely illusory, in spite of the fact that most of the air lines are practical monopolies in their respective territories. The public is not yet fully air-minded. Yet air operations have now entered the realm of big business. More planes and higher pay-load capacity have spread the limited amount of easily available business so thin that to achieve profitable operation new sources of business must be successively tapped. The newer business is dependent upon low rates. Low rates are impossible if more than 20 percent of the value of the carrier planes must be added to overhead.

There is a growing tendency among large operators, therefore, to carry their own risks as far as possible. This is particularly true of accidental damage, fire, theft, windstorm and similar coverages, which the small operator dares not assume. From the underwriter's point of view this is particularly unfortunate, because the volume curve is falling very short of the general aviation development curve. As time goes on and there are more and more consolidations in the field of commercial aviation, it is likely that the tendency will be accelerated, leaving underwriters a relatively small and unprofitable volume.

With this state of affairs it is evident that companies which contemplate entering this field would do well to do so under the guidance of underwriters who are closely in touch with aviation developments and who are capable of operating their underwriting accounts in a sound manner.

* * *

The new organization, the Western Conference of Special Risk Underwriters, organized in Chicago, is the outgrowth of informal conferences held last summer at which were present a number of special risk men interested in Western Union territory. It was felt desirable to have a clearing house where information of value on special risks could be exchanged. This information will not only deal with individual companies but will have reference to inspection bureaus, sprinkler companies and company associations dealing with special risks. The Special Risk Underwriters Conference has been functioning in the east for four years successfully. The new organization among other subjects will confer on use and occupancy, technical covers of different kinds, problems connected with brokerage, inspection service and engineering, and so on.

* * *

Hugh Lewis, general manager of the Liverpool & London & Globe, who recently was in the United States, answered a number of questions submitted by the Liverpool "Post-Mercury" on his return. Concerning United States insurance affairs, Mr. Lewis said:

"In short, British companies are holding their own and are treated with good sportsmanship—I was going to say even in a fraternal manner, by their powerful American competitors. For the rest, our history of service and enterprise in that country continues to stand leading British companies in good stead in their relations with the agents and trading public and we are very well served by our able American officials.

"We can hardly, I think, look for much increase in premium income this year, either in the fire, casualty, or marine branches (life insurance British companies do not transact in the United States) but losses, unless disaster overtakes us in the closing days of the year, should not be so burdensome, perhaps, as in some years we have known. Expenses of management and costs of procuration of business continue a difficult problem.

"It will be found that many very ably-managed American companies continue to show heavy improvement in stock exchange security values, owing principally to a large percentage of well-selected investments in stocks, and to that extent, and owing to that particular form of enterprise, they are for the time being less dependent on strict underwriting results than their British confreres.

"One powerful American fire insurance group had, as of Dec. 31, 1927, 58 percent invested in stocks, another 38 percent, another 36 percent, eight prominent fire groups averaging 43 percent in stocks, as against 57 percent in bonds. The American casualty companies also have substantial investments in stocks, though the percentages are not so heavy, relatively, as in the case of the fire companies, the average of seven leading offices being 23 percent, against 77 percent in bonds.

"This condition makes competition in the fire and casualty field more trying, but it remains true that profits can only be secured over a term of years by sound underwriting procedure uninfluenced by the course of stock markets, and this is generally recognized by all managements alike, irrespective of the policy adopted in the matter of investments."

SUPREME COURT RULES AGAINST FIREMEN'S

(CONTINUED FROM PAGE 5)

men's will be under the necessity either of altering its investment structure in compliance with the New York law or of refraining from doing business in New York.

STATUS OF AUTOMOBILE BUSINESS UNCERTAIN

(CONTINUED FROM PAGE 6)

and of materially strengthening it. The intent is to draw the line more rigidly between affiliated and non-affiliated institutions than has been the case hitherto, and to make membership in the body a valuable asset. What changes in the constitution and rules will be made to bring about this general result will be determined when responses to the questionnaire sent out have been received from all members and critically analyzed.

IT'S EASY TO DRIFT

It's easy to drift as the current flows;
It's easy to move as the deep tide goes;
But the answer comes when the breakers crash,
And strike the soul with a bitter lash—
When the goal ahead is endless fight
Through a sunless day and a starless night,
Where the far call breaks on the sleeper's dream,
"Only the game fish swim upstream."
—Onondaga Sportsman.

The most fruitful application of sales psychology is to the salesman rather than to the sale. Let him so order his mental life, his social relaxation, his health and his finances that he releases the most energy for his job and success must follow "as the night the day."—"Pep."

Folks are funny. That is well. What else would there be in the world for us to laugh at?

The **American Indemnity** of Galveston has been licensed in Illinois.

WORKMEN'S COMPENSATION

HARBOR WORKER ACT UPHELD

Award Repairman's Widow $7,500—Insurer and Employer Attack Constitutionality of Legislation

BALTIMORE, Jan. 16.—A decision of great interest to insurance companies was handed down by Judge Coleman in the United States district court this week in which he upheld the constitutionality of the recently enacted longshoremen and harbor workers' compensation act.

It was the first attack upon the validity of the act in any federal court, and the result of the decision was awaited with interest, not only by insurance companies but by organizations of sailors and longshoremen, stevedoring corporations and shipowners. There is a probability that the case eventually will go to the United States supreme court.

Dies 14 Days Afterward

The case at issue was an appeal from the decision of Lindley D. Clark, deputy commissioner at Baltimore. The court upheld the deputy commissioner's verdict in the case of Alonzo V. Kimbel, a repairman, who had his leg badly lacerated in two places while at work on a vessel, and was confined to bed about a week. Fourteen days after the injury he complained of a heaviness of breath, and fell over dead a short time after.

His widow set up a claim for damages, and at the hearing which resulted Commissioner Clark awarded compensation for the period of illness, funeral expenses and $7,500 as a death claim. The deputy commissioner based his decision as to the death claim upon testimony of physicians that Kimbel's death was due to "pulmonary embolism," resulting from the injury.

The company which employed Kimbel, and the Phoenix Indemnity, the insurer, appealed from the decision of the deputy commissioner on the ground that it had not been proven that death resulted from the injury, and they also attacked the constitutionality of the act itself, charging that certain of its provisions are vague and obscure.

APPROVES EXPENSE CONSTANT

Wisconsin Board Secretary Prepares Exhibit Which Shows Reduction of Loss Ratio

MILWAUKEE, Jan. 16.—An expense constant exhibit of the stock companies writing compensation insurance in Wisconsin for the policy years 1924-1926 has been prepared by E. W. Kitzrow, secretary of the Wisconsin compensation insurance board.

This exhibit shows that by the addition of the expense constant the loss ratio has been brought down from .718 percent to .622 percent, for the entire group of risks affected by the expense constant, on the assumption that the stock companies were to maintain the same business as reported for the three policy years.

Loss Ratio Reduced

For the entire group of risks, the loss ratio was reduced from .647 percent to .619 percent by the addition of the expense constant. The permissible loss ratio is 62 percent, indicating that the expense constant, or the charge of a $10 policy fee on the groups ranging from the minimum premium group to that up to $300, has been responsible for bringing the loss ratio within the law.

Mr. Kitzrow said that in effect, it is a proof of the necessity of the expense constant to stabilize and bring the premium group within the permissible loss ratio.

PENNSYLVANIA REPORT OUT

Awards in 80,906 Cases Amounting to $15,284,012 Given by Compensation Board

Compensation agreements and awards were reached in 80,906 cases by the workmen's compensation board of Pennsylvania during 1928, the annual report shows. These awards carried compensation payments aggregating $15,284.012.

Because of changes in the workmen's compensation law which became effective Jan. 1. 1928, the cost for the year increased approximately 15 percent. In 1927 the total amount of money awarded in compensation claims was $13,329,629.

Division of Payments

The liability of the compensation payments authorized last year was divided as follows: fatal cases, $6,238,121; permanent disability, $3,579.530; temporary disability, $5,466,361. In the 13 years that the Pennsylvania compensation law has been operative the total payments have been $150,269,096. The amounts paid for medical, surgical and hospital services, medicines and supplies is not included in these totals. but is estimated at about a third of the amount.

In 1928 there were 2,080 fatal accidents, as compared with 2,053 for the year previous. There were 150,433 nonfatal accidents for the year, which was 8,203 lower than in 1927.

NEW ASSESSMENT PLAN MADE

Inspection Rating Board Devises System for Obtaining Expense Money on Pro-Rata Basis

At the annual meeting of the Compensation Inspection Rating Board the article of the constitution pertaining to source of income was so amended as to assess the expenses of the board on the members pro-rata, according to their respective proportion of the total net written combined workmen's compensation and employer's liability premiums at board rates written by all members on all New York compensation risks during the calendar year in which the expenses have been incurred. The system begins with the calendar year 1928.

The following were elected members of the governing committee for 1929: G. F. Michelbacher, Great American Indemnity; Roy A. Wheeler, Liberty Mutual; Thomas H. Silver, Lumber Mutual Casualty; Eugene F. Hord, Standard Accident; Charles G. Smith, state insurance fund.

The proposed plan to provide excess cover for self-insurers was discussed and a resolution was adopted that the members present approve in principle the revised plan adopted by the actuarial committee and authorize the governing committee to proceed to file such a plan with the insurance department after it has made such revision as seems necessary.

Federation Prepares Bill

BISMARCK, N. D., Jan. 16—Competitive workmen's compensation for private companies with no changes in the compulsory or other features of the present law, is sought by the Insurance Federation of North Dakota, which is preparing a bill to bring this about. The measure is under preparation, it was said, and probably would be introduced within a few days.

There is some talk among insurance men of another bill providing for a one man workmen's compensation bureau, but there is said to be no well laid plan for this. At least, it is not at present a part of the program the federation has in mind.

Spokesmen for the federation state that they will not attempt to interfere with the workmen's compensation law

THE EXCESS INSURANCE COMPANY OF AMERICA
SEMPER FIDELIS

REINSURANCE
AND EXCESS COVERS

Workmen's Compensation
and Public Liability

The Excess Insurance Company of America

JAMES GIBBS, President

Head Office

12 Washington Place Newark, New Jersey

Telephone Mulberry 5585

Business-Builders

Developing

Fidelity and Surety Bonds, Automobile
Elevator and General Liability, Accident
Health, Burglary and Plate Glass Insurance

Appreciate the cooperation of the

Massachusetts Bonding
& Insurance Company

BOSTON T. J. FALVEY, President

Write for Territory

Paid-in Capital $4,000,000 Surplus to Policyholders $8,900,376.30

Admitted Assets, $17,503,865.43

PERHAPS

You think Income Insurance is hard to sell, or there is too much "Red tape" in Claim Settlements.

WE CAN

Remove these objections for you, if you will tell us your story. Ours is a very "Human" organization, with 25 Years' experience in dealing with individual problems. Let's talk over yours.

INTER-OCEAN CASUALTY COMPANY

Cincinnati, Ohio

J. W. Scherr, President W. G. Alpaugh, Secretary

Re-Insurance
Excess Re-Insurance
Catastrophe Hazard

DEE A. STOKER

RE-INSURANCE UNDERWRITER

111 W. Jackson Blvd. CHICAGO

All Lines but Stressing Excess Fire Reinsurance General Classifications

Manager

Wanted: Position as manager of branch office, service office or casualty department of large agency. Seventeen years excellent experience in agency and field work. Prefer to locate in Southern Ohio or Western Pennsylvania. References. Minimum Salary, $5,000.

Address H-92, Care The National Underwriter.

WISCONSIN FIDELITY AND SURETY MAN WANTED by large insurance company. Must have underwriting and development experience. State age and salary expected. Address **H-91,** The National Underwriter.

PAYROLL AUDITING
Chicago and Adjacent Territory
EXPERIENCED MEN
RICHARDSON & KAZMER
3834 N. Sawyer Ave.
Phones: Wabash 6161—Keystone 3558

WANTED BURGLARY DEPARTMENT MANAGER

Thoroughly experienced managing underwriter for middle western company.

This is a home office position that has unlimited opportunities.

Your reply should be specific and will be held confidential.

Address **H-89,** The National Underwriter.

Insurance Solicitor

Wanted young Chicago fire and casualty insurance solicitor to open new Chicago Office for out of town insurance firm. State age, experience, personal business controlled and remuneration expected. Address **H-87,** care The National Underwriter.

AMERICAN SURETY COMPANY
OF
NEW YORK
100 Broadway

FIDELITY AND SURETY BONDS
BURGLARY INSURANCE
CHECK FORGERY AND ALTERATION INSURANCE
PLATE GLASS INSURANCE
"See the 'American' First"

or the rates of the bureau. All they ask is to be able to write the same kind of insurance on the same basis, retaining the compulsory feature.

They argue that the state will continue to write the large share of such business, for many employers will prefer the state insurance but that other employers who prefer insurance with private companies should be allowed to get it there. A bill providing for such competitive insurance was before the 1923 legislature, but failed of passage.

Governor Shafer says he will reappoint R. E. Wenzel as a member of the North Dakota workmen's compensation board. Mr. Wenzel represents the employers on the board. His appointment will be for a five-year term. His present term expired Jan. 14.

Michigan Disapproves Expense Constant

LANSING, MICH., Jan. 16—After several months of deliberation the Michigan anti-discrimination commission has decided that the proposed $10 expense constant on workmen's compensation policies paying under $300 annual premium is discriminatory and may not be filed for application to Michigan compensation business.

It is held, however, that a service charge of $5 as a part of the premium for every such workmen's compensation policy on which the premium is less than $300 is not discriminatory, and that change is approved, providing that a reduction of $4 in premium rates be made on all workmen's compensation risks regardless of the amount of premium.

Ontario Compensation Figures

TORONTO, Jan. 16—Fatal accidents in industry in Ontario as disclosed by the summary of figures for the workmen's compensation board for 1928 increased from 429 in 1927 to 553 in 1928. The accidents reported numbered 79,398 as compared with 71,979 during 1927.

There was awarded in benefits during the year $7,067,946, as compared with $6,084,654 the previous year, the present year's figures being made up of $5,901,439 compensation and $1,166,507 medical aid.

The medical aid awarded in industrial accident cases in 1928 shows an increase of over $100,000 and total compensation awards over $600,000. The accident fund of the board received several heavy blows during 1928, including the foundering of the steamer Manasoo in Georgian Bay last September, when 16 lives were lost and the Hollinger gold mine fire in February, when 39 lives were lost.

Says Doctors Pad Bills

LINCOLN, NEB., Jan. 16.—Addressing the Douglas County Medical Society, George L. DeLacy, attorney for a group of casualty companies, told the members they would be surprised at the number of doctors who purposely pad their bills and extend the treatment of ailments in many cases merely because the insurance companies are paying them. He said that the high compensation rates in Nebraska are due to this practice. In 1913, when the law became effective, a limit was placed on the amount of medical expense which could be charged. This was removed in 1921, and in 1927 medical expenses amounted to nearly half the total of claims allowed, $300,000 as contrasted with $692,000.

Would Be Self-Insurer

KENOSHA, WIS., Jan. 16.—The county board of supervisors of Kenosha county is considering a plan whereby it would have the county carry its own compensation insurance on employes of the highway department. The matter has been referred to the legislative committee of the board, which will report at the next meeting.

The county highway commissioner presented the suggestion and stated that other counties in the state are doing this. His plan is to create a sinking fund by paying into it what is now paid for premiums to insurance companies. He showed that had the plan been started 15 years ago, the county would now have an ample surplus to meet any emergency.

He declared also that this furnished more adequate compensation for employes injured while in the employ of the county, which the county was morally obligated to give but which was not included under the terms of present compensation insurance policies.

WITH BURGLARY UNDERWRITERS

COURT REVERSES DECISION

Thugs Forced Jewelry Clerk to Reveal Combination by Threat of Death

SALT LAKE CITY, UTAH, Jan. 16.—The Utah state supreme court has ordered a new trial in the case in which the American Surety of New York was sued by William Schubach, a local jeweler, for more than $30,000 alleged to be due on a policy covering the contents of the safe in his store against burglary. The high court ruled that the trial court committed prejudicial errors in failing to give the jury requested instructions to the effect that a verdict must be returned for the defendants in case it was found that the safe was opened by means of a combination and keys obtained from the clerk of the jeweler rather than by force or violence with tools. Failure to give the jury requested instructions regarding the specific limits of the policy and the admission of certain evidence regarded as irrelevant and immaterial were also held to be errors on the part of the trial judge.

Threatened With Death

The case is an unusual one: one night in March, 1927, the chief clerk of the jeweler, a young unmarried man, was held up in his home by a gang of thugs, who after taking the key to the store from his pockets, demanded the combination to the safe. It was refused. Death was threatened and an incorrect combination given as a result. The youth was informed that he would be guarded by members of the gang whilst other members visited the store to test the combination. At that moment the young man's parents returned and they, too, were made prisoners. The gang then threatened to kill all three if the combination proved incorrect, and it was then that a correct one was given. The family were kept prisoners all night.

The plaintiff's counsel urged that not only was taking the combination to the safe under the conditions outlined equivalent to forcible and violent entry, but that the interior of the safe actually showed that violence and force had been used to open it.

Recover Nebraska Robbers' Loot

LINCOLN, NEB., Jan. 16.—Loot valued at between $18,000 and $20,000, taken from stores and jewelry shops by a group of four bandits headed by Tom Kelly, all of whom are under arrest, has been recovered by State Sheriff Condit and Pinkerton detectives, in addition to $8,000 in jewels taken from Samuel B. Schwartz, a New York jewelry salesman, held up in his automobile. Schwartz and others have identified Kelly and his confederates, and two of the latter confessed and indicated where the stolen property was hidden.

WOULD RELIEVE MOTORISTS OF LIABILITY FOR GUESTS

LANSING, MICH., Jan. 16.—Auto liability would be greatly lessened in this state were the legislature to pass and the courts hold valid a measure introduced last week by Representative Warner of Ypsilanti.

The bill would amend the existing law relative to licensing motorists, to provide that suit could not be entertained against an automobile owner and driver brought by a passenger invited to ride with him without charge. Numerous such actions have been brought in the past, although it is believed they have generally been directed actually at an insurance company, as few suits are known to have been instituted against drivers not protected by some sort of liability coverage. In modifying the law, however, insurers would be relieved of the hazard, it is believed, the same as unprotected drivers. There is some dubiety as to whether such a measure, if enacted, would be held valid in the courts. Reports have been heard that a similar law was thrown out by the courts of a western state.

Gossage in Kansas City

KANSAS CITY, MO., Jan. 16—C. V. Gossage, production manager of the fidelity and surety department of the New York Indemnity, is in Kansas City this week, visiting the R. B. Jones & Sons agency. Due to the publicity which has been given to forgery in this city recently, Mr. Gossage will put particular stress on this form of insurance.

AUTOMOBILE RATES IN CANADA WILL BE RAISED

TORONTO, Jan. 16.—Automobile insurance rates throughout Canada are to be increased sharply, as much as 50 percent for liability and as much as 25 percent for collision, it was announced following a meeting of the Canadian Automobile Insurance Underwriters Association at Toronto. The increase will be graded to differentiate between urban and rural areas.

It was stated that ground upon which the increased rates would be put into effect was that the business under present conditions is unprofitable, and that Canadian rates are lower than those prevailing in the United States.

It was announced that after a survey of the present rates at the meeting it was decided that "adjustments were imperative."

Nebraska Bills Introduced

LINCOLN, NEB., Jan. 16.—Several bills providing for registration of auto drivers are on the fire in the Nebraska legislature, as well as a copy of the United States chamber of commerce regulatory law. Another removes all limits of speed on country roads and makes the safety of the speed the test of negligent driving. Another bill permits suit to be brought against bus and trucking companies to be brought in any county through which their lines pass. Several bills, differing only in slight detail, have been introduced requiring all state banks, as well as nationals, to give bonds for deposits of public money, most of them permitting the putting up of securities in lieu of surety bonds.

Full Coverage Automobile Insurance At Independent Rates

Stock Company
UNDERWRITERS CASUALTY COMPANY
HOME OFFICE
PLANKINGTON BUILDING MILWAUKEE, WIS.
Capital and Surplus
$200,000.00

Agents Solicited

Ohio, Indiana, Illinois, Nebraska, Iowa
Casualty Writing Agencies
Some Good Territory is open for Direct Home Office Reporting Connections
AMERICAN CASUALTY COMPANY
READING, PENNA.
Incorported 1902 *ASSETS $3,218,290.89*

Centralize

FOR "FRIENDLY SERVICE"

Writing Casualty & Surety Business In Forty-two States

Alert Agents, who desire to take timely advantage of opportunity, will find our Friendly Service to be a Business Builder beyond Compare.

Combined Capital and Surplus Over Two Million Dollars

Assets $4,000,000.00

CENTRAL SURETY AND INSURANCE CORPORATION

KANSAS CITY, MISSOURI

Fred W. Fleming
President

Dennis Hudson
V. P. & Manager of Agencies

EMPLOYERS REINSURANCE CORPORATION

E. G. TRIMBLE, President

CASUALTY REINSURANCE AND EXCESS
EXCLUSIVELY

Automatic Treaties covering Compensation, General Liability, Accident and Health, Fidelity and Surety and Burglary. Facultative service on special casualty risks.

Our many years of experience as Reinsurer and our consequent intimate knowledge of the requirements of casualty companies, enable us to build our treaties to fit our Reinsured—to provide a flexible service which we believe is unexcelled in our peculiar field.

OFFICES
HOME OFFICE—KANSAS CITY
INSURANCE BUILDING

CHICAGO
166 WEST JACKSON

NEW YORK
85 JOHN STREET

CAPITAL .....One and a Half Million
SURPLUS .....Two and a Half Million
ASSETS .....Six and a Half Million

INDIANA INSURANCE DAY NUMBER

The National Underwriter

A WEEKLY NEWSPAPER OF INSURANCE

WEDNESDAY, JANUARY 23, 1929



HOME OFFICE

NORTHERN STATES LIFE INSURANCE COMPANY

HAMMOND
INDIANA

XUM

EXTRA The National Underwriter **EXTRA**

Thirty-Third Year, No. 4A CHICAGO, WEDNESDAY, JANUARY 23, 1929 Price—Time to Read—Worth Real Money

PICTORIAL REACHES 150,000

PICTURES PROVE MIGHTIER THAN PEN OR TALK IN SELLING

Survey of Saturday Evening Post Advertisements Shows Astonishing Use of Pictures

78% OF IMPRESSIONS COME THROUGH EYE

The picture idea is ascendant! And only because it has proved itself in the arena of competitive selling! Of 183 advertisers in a copy of the Saturday Evening Post, 170 of them used pictures. Only two page advertisers ran displays without illustrations. Less than 3 percent of the companies who had faith enough in the advertising of their product, to use page advertisements in this issue of the Saturday Evening Post, felt they could afford to dispense with PICTURES. There is a reason for this overwhelming ballot in the favor of the use of pictures and it is for this same reason that thousands of insurance men today are using pictures to aid them in selling fire and casualty insurance.

Are You Neglecting the 78%

Seventy-eight percent of our impressions come through our eyes. Advertising men who had to sell through the printed page soon recognized that if they were to sell the product they must print pictures of it. Later it was discovered that "uses" of the product as well as the product itself could be effectively pictured and then, quite recently, pictures were found to be effective in selling intangible services. And not the least of these is Insurance.

What You Can Accomplish

Today everywhere we see unmistakable evidences of the popularity of pictures. The almost unbelievable success of rotogravure pictures and rotogravure advertising is of such recent origin that most of us can remember when the whole process was still in the experimental stage. The success of the rotogravure is due first to everyone's more or less instinctive interest in pictures and secondly, to the remarkable reproductions that the rotogravure process makes possible. The rotogravure makes a pretty picture beautiful, and a beautiful picture more beautiful. It produces striking effects not obtainable by any other process. It puts into pictures something that was not in them before.

Why the Insurance Pictorial Can Be Had for as Low as $8 a Month

It is the most expensive small run process but as the quantities printed increase its relative cost in relation to other printing methods decreases until the point is reached where these finest of pictures may be actually produced at a less cost than that of the ordinary reproduction! Here is the secret of our ability to sell the Insurance Pictorial for as low as $8 a month. The Insurance Pictorial, you know is the National Underwriters-Rough Notes' adaptation of the successful rotogravure picture method of selling to the fire & casualty insurance field. The Insurance Pictorial is a monthly magazine for fire & casualty insurance men to send to their policyholders and prospects each month. Each issue is crammed full of pictures on some particular phase of fire & casualty insurance. Thus, each month unobtrusively and tactfully insurance is brought to the attention of every one of an agent's prospects and clients. It helps keep old policyholders sold and makes prospects live prospects. It is the agent's own magazine. His name, and his only, appears on the Insurance Pictorial. It cannot be identified with any one but his own agency. He is the publisher of the Insurance Pictorial to all intents and purposes.

Use the Coupon

EXPLAINS VALUE OF PICTORIAL TO AGENTS

Editor of Pictorial Sums Up Its Advantages

A. D. Lange, editor of the Insurance Pictorial, is an advertising man of wide experience. It was he who conceived the idea of using rotogravure pictures to help agents sell fire and casualty insurance. Although just a little over four years old the Insurance Pictorial is today the most widely distributed selling aid in the insurance business. Naturally, there are good reasons why the Insurance Pictorial stands head and shoulders above all other insurance selling material. If you could know Mr. Lange personally you would have a good part of the secret. His ability which amounts almost to genius in handling photographs has made the Pictorial the most dynamic thing in insurance selling. Mr. Lange combines his ability in this direction with a well-rounded insurance experience which he secured when advertising manager of the Fireman's Fund of San Francisco.

Mr. Lange thus sums up the Pictorial's advantages:

Keeps Customers Sold

First. It sells insurance through striking illustrations carefully selected to show the value and need of particular forms of insurance coverage.

Second, it keeps an agency in contact with its clients. It holds old business and keeps the customer "sold" on the agency, resulting in a larger share of all new business.

Third—It builds confidence in the character and stability of the agency whose name it carries in each city, through the dignified tone of its editorial matter, the high quality of its illustrations, and the general harmony of its whole appearance.

Reduces Sales Resistance

Four—It reduces sales resistance for the personal solicitor. When THE PICTORIAL is sent to prospects, a salesman has the way paved for an interview. He sells more and faster. He gets down to business with fewer preliminaries. THE PICTORIAL has already sold the value of certain forms of protection; it remains only for the salesman to sell the proper policy.

Use the Coupon

GET THE PICTORIAL AND HANG ON TO IT

Los Angeles Agency Uses 11,000 Copies a Month

Gerald A. Rule of Rule & Sons, Los Angeles, California, "the largest general insurance office west of Chicago," says, "Get the Pictorial and Hang on to It!"

And he ought to know whereof he speaks for his agency distributes more Insurance Pictorials than any other agency in America. Eleven thousand Pictorials are sent out every month—132,000 a year by this one agency. And evidently it pays for they have been using the Pictorial now for three consecutive years.

Reasons for Success

What is it that makes the Pictorial such a winner? "Briefly, here are a few of the reasons—

IT IS DISTINCTIVE—interesting, educational and newsy.

IT IS DIRECT—going straight to the man you want to reach.

IT IS FREE FROM COMPANY DOMINATION—advertising your agency and the service it stands for, not any insurance company.

IT IS PRINTED IN ROTOGRAVURE—the richest, most artistic, and popular process of picture printing.

IT TELLS the story of protection in pictures—the most graphic and convincing way.

IT IS DIGNIFIED—building prestige for your agency through its substantial editorial tone and attractive appearance.

IT ESTABLISHES YOU AS THE INSURANCE MAN—marking you as the most progressive in your community.

IT IS INEXPENSIVE—giving you better advertising at a lower cost than can be secured through any other medium.

IT IS PERSISTENT — hammering away month after month with new and persuasive arguments for all forms of protection.

Invest a Little Ink

There is a coupon to the right of this column that will bring you the complete details on the Insurance Pictorial. Remember the Pictorial has the unqualified endorsement of agents, company officials and The National Underwriter. Back of the Pictorial stands the leading insurance newspaper.

In over 25 years of participation in the insurance publishing business The National Underwriter has never had a better—a more economical—a surer sales aid for fire and casualty men than the Insurance Pictorial. None have ever approached it—That is why you should use the coupon NOW.

Use the Coupon

BRINGS HOME "BACON"

YOUR NAME Here Each Month Will Bring Home the Bacon!



INSTANT SUCCESS DUE TO PICTURE IDEA AND LOW COST

Over 400 insurance agencies are now using the Insurance Pictorial to aid them in selling fire and casualty insurance. Through them over 150,000 copies of the Pictorial are being distributed monthly.

The Insurance Pictorial is a monthly rotogravure picture magazine. It capitalizes the popular interest in pictures by picturizing in rotogravure the benefits of fire and casualty insurance.

Even Used in Honolulu

This successful selling aid which is being used by agents from Maine to California, from Alaska to Central America — and a man in Honolulu uses it, too, is now being offered to agents for as low as **$8.00 a month.** A proven selling aid at a ridiculously low price — here is the secret of the Pictorial's 150,000 circulation.

In appearance the Insurance Pictorial is a little brother to the Sunday rotogravure sections of metropolitan newspapers. And it is just as interesting. That is why agents are so enthusiastic about it No reader will throw a Pictorial in the waste basket with—"Oh, its just an ad."

Nothing Like It

The National Underwriter Company has never had a service to offer agents comparable with the Insurance Pictorial. It is the most successful selling aid for insurance men that has ever been devised — and the most unique. Every live insurance man that has had the opportunity of examining this proven business builder has been enthusiastic and sold on it. That is why the National Underwriter is anxious to place a sample copy in your hands—An inspection of the whole proposition will reveal to you the boundless possibilities of this direct mail medium. A coupon is provided below—We advise you to use it. NOW—There's a reason.



Use the Coupon

The National Underwriter,
A1946 Insurance Exchange,
Chicago, Illinois.

I am interested in using pictures as an aid in selling Insurance. Send me a sample of THE INSURANCE PICTORIAL and full details on this picture magazine.

Name .....

Street .....

City ..... State.....

N. U. 1-23-29.

THE NATIONAL UNDERWRITER, thirty-third year. Extra Edition. No. 4A. 25 cents per copy. Wednesday, January 23, 1929. Office of publication, 175 W. Jackson Blvd., Chicago, Ill. Entered as second class matter April 28, 1928, at post office at Chicago, Ill., under Act of March 3, 1879.

The National Underwriter

THIRTY-THIRD YEAR No. 4-A
EXTRA EDITION 25 Cents a Copy

CHICAGO, CINCINNATI, SAN FRANCISCO AND NEW YORK, WEDNESDAY, JANUARY 23, 1929
Office of Publication, 175 West Jackson Boulevard, Chicago, Illinois

INDIANA INSURANCE DAY NUMBER

Indiana Insurance Day Is Celebrated

Program Full of Interest for All Connected With Business
Storer Heads Federation, Bawden General Chairman

INDIANAPOLIS, Jan. 22.—Indiana's sixth annual Indiana Insurance Day was smooth-running, ably administered, and the program was not overloaded. There was just the right mixture of business sessions and entertainment diversions. Half of the time for the business meetings was given over to sales congresses, one for life and another for fire and casualty men, and the joint meeting occurred in the afternoon. The luncheon and banquet, of course, were attended by insurance men interested in all classes of the business, and



ELBERT STORER
New Federation President

the whole affair ran along under a full head of steam without confusion or overlapping.

Elbert Storer, general agent of the Bankers Life of Iowa at Indianapolis, was general chairman this year, and much of the credit for its success is due to him. His successor, elected at this meeting, is James A. Bawden of Indianapolis, Indiana state agent of the American of Newark. Mr. Bawden presided at the casualty and surety sales congress, and impressed his audience with his stage presence, his deft handling of the meeting, and his unending fund of humor. Mr. Bawden, while comparatively young in years, is one of the field veterans of Indiana and is known in every nook and corner of the state. Without doubt he will give a good account of himself next year as general chairman.

Sentiment in Favor of One-Day Meeting

There is no question but that it is best to confine the gatherings to one day. Last year the experiment of holding sessions on both Monday and Tuesday was tried, but it did not work out as well as the one-day meeting. By splitting the convention up into sectional meetings, those in each branch of the business are satisfied that they have had proper representation, and perhaps never again will an effort be made to hold all of the sessions jointly.

The plan of having a curtain-raiser in the form of a dance on Monday evening is undoubtedly a good one, as it brings those in attendance into informal contact, provides a chance for mixing and good-fellowship, and gets the meeting off to a friendly start. The dance this year was, as has always been the case in the past, well attended.

Separate Sales Congress Sessions Were Held

The business time on Monday morning was divided between two separate sales congresses, one for life and the other for fire, casualty, and surety. The life congress was presided over by Richard Habbe, president of the Indianapolis Association of Life Underwriters. There were just three speakers, F. Jean Little, associate manager of the Massachusetts Mutual Life at Detroit, who spoke on "Income Insurance;" Nathaniel H. Seefurth, president of the National Service Publications, who discussed "Business Life Insurance;" and Lester O. Schriver, general agent of the Aetna Life of Peoria, whose topic was "Painting Pictures." All three speakers were enthusiastically received.

James A. Bawden, who served as chairman of the speakers' committee this year, was in charge of the fire, casualty, and surety sessions. Hale Anderson, vice-president of the Fidelity & Casualty, spoke on "Bonding Business;" Milton H. Grannatt, western manager of the Liverpool & London & Globe, discussed "Special Fire Coverages," and F. P. Stanley, vice-president of the Glens Falls Indemnity, discussed "Selling vs. Peddling."



JAMES A. BAWDEN
New General Chairman

Howe S. Landers of Landers & Landers, Indiana general agents of the Metropolitan Casualty, was the toastmaster at the "Home Comers" luncheon. He is the president of the Insurance Federation of Indiana. The mayor of Indianapolis, L. Ert Slack, gave a short address of welcome at the "Home Comers." Invitations to more than 100 Hoosiers, who formerly traveled in the state, and have achieved positions of prominence, were extended, and many were on hand to be honored. A talk on behalf of the "Home Comers" was given by Charles N. Gorham, western manager of the American of Newark.

Frank M. Chandler, "Father of Indiana Insurance Day," and associate manager of the Employers Liability in Chicago, presented the Chandler Trophy

NEW OFFICERS INDIANA FEDERATION

PRESIDENT

Elbert Storer, Indianapolis, agency manager Bankers Life of Iowa.

FIRST VICE-PRESIDENT AND CHAIRMAN INDIANA INSURANCE DAY

James A. Bawden, Indianapolis, state agent American Fire of New Jersey.

VICE-PRESIDENTS

Ross E. Coffin, Indianapolis, manager insurance department City Trust Company; J. J. Fitzgerald, Indianapolis, secretary-treasurer Grain Dealers National Mutual Fire; Earle P. Gooden, Lawrenceburg, local agent; R. C. Griswold, Indianapolis, manager Aetna Casualty & Surety; E. F. Johnston, South Bend, of Mack & Johnston, general agents Northwestern Mutual Life; Fred Robertson, Indianapolis, manager Fidelity & Deposit.

TREASURER

C. Curtis Duck, Indianapolis, manager insurance department Spann Company.

SECRETARY

Joseph G. Wood, Indianapolis, attorney.

DIRECTORS

Life—R. T. Byers, Indianapolis, vice-president American Central Life; Ralph L. Colby, Indianapolis, general agent Franklin Life; Fred M. Dickerman, Indianapolis, manager Guardian Life; D. B. Ninde, Fort Wayne, vice-president and counsel, Lincoln National Life; William H. Tennyson, Indianapolis, general agent Mutual Benefit Life; Arthur Sullivan, Indianapolis, life and accident manager Travelers; A. E. Werkhoff, Lafayette, president Lafayette Life.

Fire—C. O. Bray, state agent Hartford Fire; Charles B. Crist, state agent North America; Myron S. Harlan, Indianapolis, manager insurance department State Savings & Trust Company; C. D. Lasher, state agent Home; George W. Mercier, Indianapolis, state agent Hanover Fire; Ross A. Moore, Indianapolis, state agent Concordia Fire.

Casualty—Edward B. Donaldson, Indianapolis, state agent Ohio Casualty; W. T. Fairchild, Indianapolis, manager Union Indemnity; Walter G. Holt, Indianapolis, manager London & Lancashire Indemnity; Jackson K. Landers, Indianapolis, of Landers & Landers, managers Metropolitan Casualty; Oscar L. Mummert, Indianapolis, state agent London Guarantee & Accident; M. L. Johnston, Indianapolis, manager Fidelity & Casualty; C. S. Roberts, Indianapolis, manager Indemnity of North America.

Local Agents—H. L. Barr, Indianapolis, vice-president Gregory & Appel; H. J. Gescheidler, Hammond, manager insurance department Hammond Trust & Savings Bank; Charles E. Graves, Frankfort; Atwood L. Jenkins, Richmond, Jenkins Brothers Insurance Agency; F. A. Tedford, Lafayette, president Mitchell Agency; Joseph W. Stickney, Indianapolis, Fletcher American Company; Chris Zoercher, Tell City.

Attorneys—C. F. Merrell, Indianapolis, Slaymaker, Turner, Merrell, Adams & Locke; Charles B. Welliver, Indianapolis; Burrell Wright, Indianapolis.

Fraternal—John C. Snyder, supreme chief Supreme Tribe of Ben Hur, Crawfordsville; John D. Volz, Indianapolis, Modern Woodmen of America.

Insurance Commissioner—C. C. Wysong, insurance commissioner of Indiana.

to Clinton D. Lasher, Indiana state agent of the Home. This cup is given each year to the Indiana insurance man who, in the estimation of the trophy committee, has done the most good for the insurance business during the year.

The annual business meeting of the Insurance Federation of Indiana was held immediately following the luncheon, after which the joint session took place with Mr. Landers still in the chair. The speakers were John A. Reynolds, vice-president of the Union Trust Company of Detroit, who discussed "When Both Sides Meet," and Clyde B. Smith, chairman of the executive committee of the National Association of Insurance Agents, whose topic was "Organization."

The closing feature of the affair was the annual banquet held in the renowned Riley Room of the Claypool Hotel, with Howe S. Landers, president of the Indiana Federation, presiding as toastmaster. The speakers were John N. Vandervries of Chicago, manager of the northern central division Chamber of Commerce of the United States; Clarence C. Wysong, Insurance Commissioner of Indiana; and C. Francis Jenkins of Washington, D. C., inventor and radio television pioneer.



HOWE S. LANDERS
Retiring Federation President

Capacity Crowd on Hand for Banquet

The Riley Room of the hotel was packed to capacity for the Indiana Insurance Day banquet on Tuesday evening, an unusual number being attracted no doubt by the prospect of hearing C. Francis Jenkins of Washington, D. C., probably the leading scientist in the development of moving pictures and now a pioneer in the field of broadcasting moving pictures. Mr. Jenkins proved to be a very entertaining speaker and his talk and demonstration was received with unusual enthusiasm. The practical utility of broadcasting weather reports to be received on shipboard of vessels several thousand miles from the sending station was apparent and Mr. Jenkins has received from navigators expressions of appreciation for this service which has already served to save vessels from traveling into storm centers.

Possibilities of Motion Pictures Demonstrated

Mr. Jenkins also showed pictures taken by a special camera which he invented that makes 3,200 exposures a second with the result that it is possible to slow down the action in reproducing pictures and gain valuable information as to details of motion. For example, the flight of pigeons was shown in such slow motion that information as to their method of flight can be obtained which is of value to students of aviation. The possibilities of this moving picture camera in many fields was discussed. Mr. Jenkins is a brother of Atwood L. Jenkins, local agent at Richmond, Ind., and president of the Indiana Association of Insurance Agents.

Howe Landers was a very clever and eloquent toastmaster and John N. Vandervries of Chicago, manager of the northern central division of the Chamber of Commerce of the United States, and Clarence C. Wysong, Indiana insurance commissioner, also spoke.

Mr. Vandervries urged cooperation of insurance interests with the 17,000 commercial bodies associated in the United States Chamber. He paid high tribute to the importance of insurance in all its branches and to the cooperation which it has always contributed to public welfare.

Commissioner Wysong spoke briefly on insurance conditions in Indiana and expressed appreciation of the cooperation he has had from insurance interests throughout the state. He commented on his own experience in the state legislature and emphasized the necessity of a personal interest in the part of insurance representatives in all proposed insurance legislation.

Landers Called On to Preside on Short Notice

Mr. Landers was forced to serve as toastmaster for the banquet on short notice, as Homer McKee, a local advertising man who had been engaged for the office, was detained in Chicago by an engagement. Mr. Landers rose to the occasion and proved to be a most accomplished master of ceremonies. His introductions were clever and witty and, on occasion, he became eloquent and attained several flights of oratory which brought forth appreciative applause.



JOSEPH G. WOOD
Secretary Indiana Federation

President of Indiana Federation Reports on Work of Past Year

By HOWE S. LANDERS

INSURANCE, one of the giants of the modern business world, has kept pace with the amazing development of general business. It is keeping pace with world changes which are so amazing and so rapid as to almost defy the imagination of man.

Today, as never before, insurance is the medium by which the uncertainties of life are met and conquered to that point where a course may be charted and enterprise undertaken.

Your federation, comprising not only all branches of this great business, but also the insuring public as well, has endeavored to keep pace with this growth and development and is ever seeking means of increasing its usefulness and expanding its field of endeavor.

Medium Through Which All May Act Together

The federation, living up to the purpose of its organization, has allowed no partisan appeal to induce it to abandon its fixed ideal of service to every branch of the business. All individual associations have handled their own problems without interference from the federation. The federation realizes that its function is to be the medium through which all branches of the business of insurance may act together for and in the public interest.

The federation should lead and not follow in the all important work of accident prevention and the promotion of safety. The officers have lent every assistance to public agencies and private accident prevention bodies, but that is not enough and I recommend the creation of a permanent committee of the federation to not only cooperate with all accident prevention agencies, but to carefully study this ever increasing problem; to bring the results of their studies, researches and labors, and to report to the executive committee of the federation at stated and frequent intervals.

We are unalterably opposed to compulsory automobile insurance, not from any improper or selfish reason, but from public interest, as it does not and will not solve the problem of safety or accident prevention, and it also is in conflict with the maintenance of American ideals of government.

Fitzgerald Bill Again Introduced and Defeated

During the last year, the now almost famous Fitzgerald bill has once again been met and defeated. But, we must ever be on the alert for the insidious intrusion into business of state socialism.

Fortunately, the educational work of other years has borne some fruit and other business divisions now realize that insurance has long been in the front line trenches, and sometimes bearing the burden alone, receiving no assistance from others equally affected by the ultimate outcome.

Recommends Study of Traffic Control Problem

I also recommend the creation of a permanent committee to cooperate with the proper agencies, both public and private, in studying the ever increasing problem of traffic control and the enactment of proper laws, both municipal and state, dealing with their most complex question—a question that intrudes itself into every home of the nation.

The secretary's office should be equipped with all insurance journals and reports; reports of insurance commissioners; all works upon the question of state insurance and compulsory automobile insurance and thus become increasingly valuable as a medium of disseminating accurate and reliable information upon these and other important questions.

RESOLUTIONS ADOPTED

BE IT RESOLVED, That the president of the Insurance Federation of Indiana appoint a new permanent committee for the purpose of making a thorough study of and publicity advocating all proper measures that will tend to prevent accidents and promote safety; further that the committee concern itself with the entire field of accidents and accident prevention, and that recommendations be made by this committee to the public, and to all concerned, for the curtailment of the annual loss of life and loss of property resulting from all kinds of accidents.

* * *

BE IT RESOLVED, That the president of the Insurance Federation of Indiana appoint another new permanent committee for a thorough investigation, and an exhaustive study of the increasingly perplexing traffic problem in all its angles, not only in cities and towns but on state highways, and that your committee cooperate with all public and private agencies for the clarification of this problem which affects the life and property of all persons.

* * *

BE IT FURTHER RESOLVED, That the office of the federation secretary become a clearing house for insurance information not only to federation members but to all persons interested in insurance, including the public, and to that end that his office be equipped with all current available insurance reports, including the insurance laws of all states, reports of all insurance commissioners, the leading insurance journals and all information and data pertaining to current topics associated with the insurance business.

* * *

BE IT FURTHER RESOLVED, That the primary purpose of the Insurance Federation of Indiana is to at all times oppose the state or nation entering into the insurance business except in time of war as to soldiers, sailors and marines, and that following this, this federation stands opposed to compulsory automobile liability insurance laws, not because of any selfish reasons but because such legislation is contrary to the fundamental principles of our country, and therefore, ultimately contrary to the public welfare, provided however, that the evil which such legislation seeks to remedy be studied exhaustively, and that constructive substitutions be recommended to legislators and to the public.

Executive Meeting of Indiana Agents

An executive meeting of the Indiana Association of Insurance Agents was held on Monday afternoon and was attended by some 50 agents from all parts of the state. The principal topic of consideration was the Travelers newly announced plan of premium collections on the installment plan. The consensus was in opposition to the operation of such plans by companies but favoring the use of the idea by agents if they so desired. A resolution to this effect was passed. Atwood Jenkins of Richmond, president of the association, presided, and Clyde B. Smith of Lansing, Mich., chairman of the executive committee of the National Association of Insurance Agents, was the principal speaker.

Casualty Adjusters' Dinner

The Indiana Casualty Adjusters' Association held its annual dinner Monday evening with Lieutenant Governor Edgar D. Bush as the principal speaker. Members of the state industrial board and their wives were guests.

Shirley E. Moisant of Kankakee, Ill., was an interested spectator at all of the sessions. He has, in fact, attended every Indiana Insurance Day except the first one. Mr. Moisant, in addition to being secretary of the Illinois Association of Insurance Agents, recently "went literary" and is the editor of "Association News," as well as having other distinctions.

Agents and Companies Must Cooperate

By CLYDE B. SMITH
Chairman Executive Committee National Association of Insurance Agents

IT WAS my privilege to attend the first Indiana Insurance Day held here in 1924 and certainly esteem it an honor to have been invited to meet with you again in 1929.

There is a certain fraternalism in the insurance business that is probably not equalled in any other line and to this, no doubt, is due the fact that our business is so thoroughly organized. The companies in every branch of insurance have their own organizations and the local agents have their local, state and national associations.

With this in mind it would seem an easy matter to get the right kind of cooperation between the two bodies, but with all their organization there seems to be no method whereby the fire companies, at least, can appoint a conference committee that has any power other than to listen to the story of the agents and then to place it on file.

Agent and Companies Need Each Other's Support

I have always believed in conference and cooperation and still do, notwithstanding the fact that my faith has had rather a severe test during the past 60 days. Yet for all that has transpired since Dec. 1, I am still of the opinion that the agents need the support of the companies, and, by the same token the companies need the wholehearted support of their agents. Our interests are the same, I would hardly say identical, but they are not so very far apart and it must be obvious that if the companies are to succeed their agents must be successful.

Apparently it was with the thought of getting before the public a better understanding of fire insurance that the National Board of Fire Underwriters started its advertising campaign in several of the states. It is interesting to note that in an advertisement appearing a week or so ago they say, "In no other business does agent mean so much as in the fire insurance business as transacted by the stock companies. More than a century ago these companies established relations with the property owners through responsible local representatives."

National Association Writes Most of Business

That, in my humble opinion, is good sentiment, and as it should be. I am looking forward to the time, and I do not believe it is far distant, when the company organizations and those of the agents are going to get together and will cooperate as never before. This can only be brought about through conference, and it must be remembered that conference and cooperation require mutual confidence.

You are more or less familiar with the National Association of Insurance Agents' history during the past years. The fact that its 11,000,000 members are writing more than 75 percent of the fire and casualty premiums in this country is evidence that these principles for which it stands are correct. We have been told recently that there are 500,000 agents in the United States. There may be this many licenses; I question even that; and it is unfortunate that you men and women who are giving your best to the upbuilding of the insurance business must shoulder the blame for the acts of the thousands of unqualified men who are masquerading as insurance agents throughout this state of Indiana.

Public Financial Loser Through Unqualified Men

The answer to all this seems to be found in agency qualification and is admitted that, in the end, it is the public that is the financial loser through the ignorance of these men who do not seem to know what it is all about. Conditions throughout the country are the same as here, except in the few states having qualification laws. There should be no excuse for any state requiring an examination for horseshoers and barbers and then permitting any person who so wishes to go out and sell insurance in a haphazard sort of way that is bound to bring trouble to some innocent purchaser before he is through.

Commissioner Livingston of Michigan states that 90 percent of the complaints brought to his office are against this type of so-called agent.

No Reason for Opposing Qualification Law

I have never been able to understand why anyone should oppose a qualification law, the companies least of all. They agree that business transacted through a qualified agent is much more desirable and satisfactory, and the fact that those companies with a horde of agents never seem to get very far would tend to bear out this statement. There is no disposition on the part of any association of agents to establish a monopoly in the business of insurance nor do we wish to keep out any person who shows a sincere desire to enter the business, but we do object, and we feel rightly so, to the licensing of any person for the reason that he happens to control a few dollars in premiums, or who may have a friend in the market for a good sized life insurance policy.

How often have you heard insurance men apologizing for the business that is their means of livelihood? True we do not hear so much of it as we did a few years ago, yet there is too much now. There should be none, for there is no business that has shown greater strides during past years. In 1927 the premiums of the stock fire companies were slightly less than one billion dollars. Of this, one-fourth was from so-called sidelines and tornado insurance, quite a sizeable business for a sideline. The premiums of the stock casualty companies for the same period exceeded three-quarters of a billion dollars. The amount of insurance bought with these premiums is almost incomprehensible.

Investments Reach into Every Line of Business

On Dec. 31, 1927, the assets of the stock, fire and casualty companies were only a little short of three billion dollars and of the life insurance companies $14,500,000,000 more. This $17,500,000,000 would build a $5,000 home for every family in the cities of New York, Chicago, Philadelphia, Detroit, Cleveland and St. Louis with enough left over to house all of the people in the states of Kentucky and Indiana. There certainly is nothing to be ashamed of in this business of insurance.

One other thought I wish to leave with you along this line is the investment of these billions of dollars. Time

(CONTINUED ON PAGE 7)

A STOCK COMPANY

Executive Office
Indianapolis

Writes

Automobile (all covers)
Fire and Tornado
Plate Glass
Public Liability
Accident

UNION INSURANCE COMPANY OF INDIANA

A HOME COMPANY

Organized 1849

$200,000.00 deposited with Insurance Commissioner of Indiana for the protection of our policyholders.

Doing Business in INDIANA, ILLINOIS and MISSOURI

Live, Aggressive Agencies now Represent the UNION. YOU NEED US.

A REAL Agent's Company, BECAUSE we Co-operate with him; BECAUSE of our Home Office Location we can SERVE HIM; BECAUSE its Management insists upon BETTER, MORE EFFICIENT and PROMPTER AGENCY and CLAIM SERVICE than you get through other companies.

GOOD AGENTS WANTED IN ALL INDIANA CITIES AND TOWNS. WRITE US.

ADDRESS all communications to the EXECUTIVE OFFICE, 143 East Ohio St., Indianapolis

Agents Need to Sell Side Lines

THERE will be no increase in fire premiums for the next couple of years, according to the prediction made by Milton H. Grannatt, western manager of the Liverpool & London & Globe. Mr. Grannatt believes that the peak has been reached and that property damage premiums will in all probability remain stationary for a time. He voiced this opinion at the fire, casualty and surety sales congress, held at the opening session. Mr. Grannatt gives this as the principal reason why local



FRANK M. CHANDLER
Father of Indiana Insurance Day

agents must, in order to maintain their present incomes, seriously turn their attention to the production of so-called side-line business.

Mr. Grannatt said that the rapid construction of fireproof buildings, the general downward revision of rates and the widespread interest in fire prevention is operating to retard an increase in premium receipts. Mr. Grannatt gave as an example the illustration that should an agent continue to write the same risks during the next five years his income would be smaller because of lower rates due to various factors.

Local Agents Should Write Collateral Lines

Thus home offices are confronted with the possibility of a stationary premium total on regular business, but local agents at least do not have to allow their incomes to remain no higher than they are. They may, on the other hand, increase their incomes materially if they will seriously give their attention to the writing of the various collateral lines, in connection with which there is an almost unlimited field.

Because of this situation Mr. Grannatt said that the time has come for the introduction of real selling on the part of local agents. For many years local agents have been getting most of their business through the purchase on the part of insureds of fire and tornado policies. Mr. Grannatt emphasized that the insureds have been buying; they have not been sold by agents. There is a natural demand for a certain amount of fire and windstorm insurance and many agents go no further than supplying this demand. They create virtually no new business.

Real Selling Arguments Will Get Business

Mr. Grannatt said that the selling possibilities on the part of fire and casualty men have been demonstrated by brokers and solicitors especially in the larger cities who have done a lot of "cold-turkey" canvassing, and have relied on real selling arguments in order to get the business.

Mr. Grannatt looks upon use and occupancy insurance as the major side-line. He believes that there are tremendous possibilities in it. He contends that it is not difficult or complicated and that to master it requires only a reasonable amount of study. He says, however, that almost none can be sold by the agent who does not understand the subject. The average assured is in absolute ignorance of the meaning or purpose of use and occupancy insurance and hence, in discussing it, technical terms must be carefully avoided. The prospect must be approached with simple and understandable language.

Mr. Grannatt believes that in U & O insurance and in fact all of the side-lines real success can be attained only when a selling talk is memorized. He believes that this selling talk should be adaptable and flexible enough to fit any case encountered. He is convinced that the major arguments and the principal facts should be woven together into a memorized sales talk so that the agent is able to tell an interesting story—something attractive to the prospect.

Hundreds of Small Risks Need U. & O. Protection

Some agents have gotten the idea that most of the obtainable use and occupancy lines have already been written. This, he declares, is a mistake. He admits that all of the larger risks have been generally solicited and many of them sold, but he asserts that hundreds of small manufacturers and shopkeepers have never even had the subject mentioned to them. He says that the big field for business is consequently among merchants and manufacturers of this type.

The prospect for writing side-line business is so bright and offers such numerous possibilities that many companies have put specializing field men out on the firing line whose duty it is to arouse interest in these forms. Mr. Grannatt said that not enough agents have taken advantage of the services offered by these field men. Agents are, in many cases, ashamed to admit that they are in need of the help that these field men are able to give and so are disinclined to call upon them for assistance. Mr. Grannatt said that this attitude is a mistake and that agents should allow themselves to be helped by these men to the very limit.

Seldom Sell Tornado on Automobiles

Other side-lines that may be easily written, Mr. Grannatt said, are rent and rental value, leasehold, profits, sprinkler leakage, explosion, and automobile. He stated that the St. Louis tornado of 1927 damaged 2,400 automobiles, causing a total loss of $375,000. He referred to this as an illustration of how small



MILTON H. GRANNATT
Western Manager Liverpool & London & Globe

an amount of tornado insurance is written by agents on automobiles. Not 10 percent, and perhaps less than 5 percent, of the automobiles insured have any windstorm coverage on them. The trouble, Mr. Grannatt stated, is that agents get accustomed to writing their policies in a routine way and are not on

THE HOOSIER CASUALTY COMPANY

INDIANAPOLIS, INDIANA

An Indiana Company and a Stock Company Writing

ALL COVERAGES ON AUTOMOBILE AT LIBERAL PREMIUM RATES

Also

ALL FORMS OF HEALTH AND ACCIDENT INSURANCE

CAPITAL, $100,000.00 **ASSETS $420,000**

GOOD CONTRACTS TO REAL PRODUCERS

C. W. RAY, President

Premium Installment Plan!

HOOSIER AGENTS who are interested in a plan to finance installment premium payments on automobile policies, or any insurance policies, will learn something to their advantage by communicating with

WELLS & O'KEEFFE

State Agents

INDIANAPOLIS: 319 Guaranty Bldg. **FORT WAYNE: First National Bank Bldg.**

the alert for writing the unusual form for which, however, there may be a real demand or need. He explained that special explosion form for use by loan and mortgage companies has been devised, but that few agents seem to take advantage of it.

General Cover Business Gotten Away From Agents

He discussed briefly the automatic builders' risk contract being issued by the fire companies to cover buildings in the course of construction. He pointed to the recent loss on the Rockefeller church in New York and the Foreman bank in Chicago to show that disastrous fires may occur to half finished buildings.

Mr. Grannatt said that many premiums formerly written locally are being drawn off into the so-called general cover contracts. For example, all of the chain store business, such as the Atlantic & Pacific Tea Company, S. S. Kresge, Kroger Grocery, Consumers Stores and others, is being handled under general cover contracts. Where a concern has numerous stores and warehouses throughout the United States, the business nowadays is being written under the general cover form and in accordance with the rule. Many agents, Mr. Grannatt said, have the belief that business so written is in violation of the rules, but that so far as he knows there are only two large general cover contracts which are not strictly in accordance with the regulations. Local agents have simply allowed this business to drift away from them and to go to large city brokers, whereas they might just as well have it if they would familiarize themselves with the writing of it.

Agents Must Study the Forms of Contracts

Mr. Grannatt closed by saying that the so-called side-line business cannot be written by an agent who has nothing more than a desire to get it. The agent should corral all of the company literature that he can get. He should get plenty of coaching from the field men trained in the writing and selling of these forms, and should study the manuals, rule books and policy contracts in order to know what he is talking about. Mr. Grannatt said that local agents should understand that more study is necessary in the writing of side-line business than in the regular fire contract, which, comparatively speaking, is simple. He made it clear that while there is a great field for side-line business, the writing of it does necessitate the expenditure of some time and trouble, but the rewards are worth it.

Life Underwriters Elect New Officers

New officers were elected by the Indiana Association of Life Underwriters at its Annual Meeting held on Tuesday afternoon. President Paul Simpson of Indianapolis, general agent of the Aetna, presided. B. A. Million, general agent of the Northwestern Mutual at Evansville, was elected president; John DeHaven, manager of the Equitable Life of New York, at South Bend, vice-president, and Mansur Oakes of the Insurance Research & Review Service at Indianapolis, secretary-treasurer.

Program Called "Best Ever"

In some respects it is agreed that 1929 Indiana Insurance Day put over the best program yet. Under the leadership of the general chairman, Elbert Storer, all of the committees put in a lot of time and effort for several weeks prior to the meeting. All details worked out smoothly and, under the direction of Secretary Joe Wood, who has been "through the mill" several times before, the details of running the convention, with registering the attendants and taking care of the many odds and ends, moved off with remarkable smoothness.

Clinton D. Lasher Gets the Chandler Trophy

Clinton D. Lasher, who received the Chandler Trophy, in recognition of his having done the most good for the insurance business in Indiana during the last year, is one of the most popular field men in the state. He is state agent of the Home of New York group, and as such is aggressive and successful. He has taken a conspicuous part in the field activities of the state and his choice as the recipient of the trophy was a popular one. Frank M. Chandler, "The Father of Indiana Insurance Day," made the presentation. The trophy was won in 1926 by Herbert L. Barr, and in 1927 by Joseph L. Stickney.

Suggests Other Organizations Meet Same Day

In awarding it Mr. Chandler offered the suggestion that perhaps other trade organizations, such as the bankers' association, the contractors' association, the chambers of commerce throughout the state, and other similar bodies, might hold their conventions in Indianapolis on the same date as Indiana Insurance Day. In this way, Mr. Chandler contended, all of the leading business men of the state might convene at one time and discuss problems of mutual interest. He said that there are too many conventions held and at least all of the various insurance organizations in Indiana might always plan to hold their gatherings at the same time, thus insuring a large attendance for all.

Home Coming Luncheon for Former Hoosiers

Letters were sent to more than 150 former Indianans who have been called away from the state to assume positions of prominence in the insurance business. They were invited to attend the "Home Comers" luncheon on Tuesday. Irving Williams, editor of "Rough Notes," was chairman of this committee and many ex-Hoosiers were on hand to be honored. Many were unable to be present, as they are occupied at this season of the year with annual statement details. Among those who attended and were introduced were: Thomas Butler, Hartford, Conn., Travelers Fire; George Hayden, Milwaukee, manager Compensation Bureau and formerly with Prudential Casualty at Indianapolis; Charles N. Gorham, western manager of American of Newark; A. R. Johnson, Kansas City, Mo., Kansas City Life; Francis Jenkins, Washington, D. C.

John R. Davis, now in the local agency business at Cleveland and for many years special agent in Indiana of the North America, was present, also Horace W. Boyd, of Chicago, now assistant western manager of the Royal.

"Night Before" Party

Approximately two thousand attended the "night before" party Monday night. Many of the out-of-town attendants had arrived and many of the clerks and office employes of local agencies were present. This good fellowship event has become very popular and if attendance grows it may be necessary in future years to get more commodious quarters, as the mezzanine floor and ball room of the hotel were uncomfortably crowded.

High Praise for Entertainment

Ralph Colby, Indiana general agent of the Franklin Life, as chairman of the entertainment committee, received many compliments on the excellency of the entertainment features provided at the various sessions and particularly for the Monday and Tuesday evening events.

Benjamin Richards, manager of the Underwriters Service Association, attended most of the convention features. The Underwriters Service Association has an excellent business in Indiana.

(No. 4 of a Series)

What Is Programming, Anyway?

PROGRAMMING EMBODIES A CAREFUL INVENTORY OF THE PROSPECT'S NEEDS, THEN A COMPLETE DIAGNOSIS SHOWING HOW THEY CAN BEST BE COVERED BY LIFE INSURANCE.

SELLING WITHOUT A BASIC PROGRAM IS LIKE BUILDNG A HOUSE WTHOUT PLANS OR SPECIFICATIONS.

American Central Representatives Design Scientific Programs That Win Sales

EACH NEW APPOINTEE OBTAINS "FUNDAMENTALS FOR FIELDMEN," WHICH TEACHES HIM EXACTLY HOW TO PRESCRIBE AND PRESENT A POLICY FORM WHICH WILL MOST EFFECTIVELY SERVE EACH TYPE OF CLIENT.

(Just one of the many reasons why American Central representatives are happy and successful.)



Must Adopt Scientific Sales Methods

LOCAL agents to survive the onrush of competition must discontinue peddling and adopt scientific selling methods. F. P. Stanley, vice-president of the Glens Falls Indemnity, expounded this theme during his talk on "Selling vs. Peddling." He spoke at the fire, casualty and surety sales congress. Mr. Stanley is an exponent of modern sales methods. He believes that fire and casualty agents must modernize their selling ideas, and must at least keep step with life insurance men who have adopted numerous up-to-date plans for the writing of business.



FORDYCE P. STANLEY
Vice-President Glens Falls Indemnity

Mr. Stanley recalled the days some years ago when agents represented only one casualty company and from 10 to 20 fire companies. He said that now every live general writing office represents from two to five casualty companies, which has created a highly competitive condition. He said that the organization of the dozens of new casualty companies has resulted in keen rivalry for business.

Points Out the Effect of New Companies

All of these companies are employing field men, are appointing local agents and are getting some business that was formerly written by the older companies. The advent of these new general writing casualty organizations means that the established agent who is to protect his business must not merely hold what he has on the books, but go out and sell new customers in order to simply stay even with the board.

Wide-Awake Offices Write All Coverages

He commented upon Mr. Grannatt's remarks to the effect that the peak may have been reached in fire premiums, and said that this was anything but the case so far as the casualty business is concerned, which he asserted is just getting well under way. He pointed out that there is no longer any such thing as a strictly fire agent, but that the wide-awake office is writing every possible form of coverage nowadays. He remarked that the big growth of the casualty business had come with the popular use of the automobile, and predicted that the casualty business within the next few years would outstrip every other class of the insurance business in premium receipts.

Satisfied Agents Are Discouraging Factors

One of the most discouraging things that companies have to encounter is the satisfied agent. An agent will build up a business sufficient to give him an income that he regards as adequate and then will cease to grow. He will not interest himself in the development of his agency, and this lethargy has constantly to be fought by the companies. Mr. Stanley said that in the future no agent can be satisfied but will have to be going ahead all the time in order to keep the business that he has written in the past. The agents in the east, Mr. Stanley said, are already complaining of their loss of business to the newer companies, and the answer from the companies is "Go out and sell."

Mr. Stanley said that if the present agents are to meet the competitive conditions that have arisen in the casualty business, they must take the time to learn and study. Sales arguments must be mastered. Modern and tried and proven selling methods must be adopted. He said that all big corporations such as General Motors, National Cash Register, Fuller Brush Company, and other recognized successful institutions, are training their men, and that insurance men must get in step and not lull themselves to sleep in the belief that the business will always be there for them.

Agent Should Get Entire Insurance Line

One of the ideas that agents have to combat is the belief on the part of many prospects that they should divide their business among the agents of a town. There is no real reason why any such thing should be done, Mr. Stanley declared. If an agency is equipped, if it understands every form of the business it should be able to write fire, life and every branch of casualty insurance and, if qualified, should serve as the assured's expert insurance counselor. The division of business is merely a habit or custom that can be broken up by the aggressive agent who understands how to present his subject.

Mr. Stanley said that agents should analyze their selling methods as life insurance men do. They should see to it that in every instance they create interest. They should then try to determine where they fell down when they attempted to close the business and to make sales preparations and analyses. He stated that the agents and companies that adopt these methods will get the business and those who simply have the belief that they will always be able to write about so much in premiums will sooner or later find themselves away behind the procession because the entire trend is toward modernized selling plans.

Speakers Made Special Trip

All three of the speakers who were heard at the fire, casualty and surety sales congress are from New York State. Hale Anderson, vice-president of the Fidelity & Casualty of New York, and Milton H. Grannatt, western manager of the Liverpool & London & Globe, made the trip to Indianapolis from New York City to deliver their talks, and F. P. Stanley of the Glen Falls Indemnity is a New Yorker, although not of New York City.



CHARLES N. GORHAM
Western Manager American

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Agents and Companies Must Cooperate

(CONTINUED FROM PAGE 3)

will not permit me to go into detail, but if you will take the time to check these up you will find that they reach into every line of business as far as the laws of the various states will permit.

National Association's "Key Man" Plan Explained

Feeling that the public whose interest is, of course, paramount, is not so well informed as it should be as to the details of this business, the National Association of Insurance Agents has, in connection with its so-called "five year development plan," arranged to have one or more of its members in each city of any size throughout the country designated as "key man." These men are always willing and are well equipped to discuss before luncheon clubs or other organizations the business of insurance, and if each of us will use a small portion of our time I believe the people can be so informed that their conception of insurance will be correct and the time will be mighty well spent. I urge that you plan to arrange an "insurance day," if you please, with the various business clubs and organizations in your home city.

No Business Taxed as Heavily as Insurance

There is probably no business taxed quite so heavily as ours. In 1927 the companies paid in taxes and fees a total of more than $84,000,000 while the cost of running the various insurance departments was $3,500,000, and since 1915 the tax has increased 245 percent while expenses show an increase of only 127 percent.

The tax and fees paid in your own state of Indiana were nearly $2,000,000. There is no objection to a state raising this money through an indirect tax on insurance premiums, but we do strenuously insist that the insurance buying public know that only 95 cents of their dollar of premium goes to the companies and that the other five cents is a tax, indirect, but nevertheless a tax.

The National Association of Agents is endeavoring in every way, through its membership, to "trademark insurance." No doubt those of you who are in the

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fire and casualty business are familiar with this line of endeavor, which is intended to show the public that the emblem of our organization stands only for that which is good in our branch of the business. We are asking that every policy and every piece of printed matter going out of the office of our members bear this imprint of good insurance. We have even gone further than this and have gotten up an automobile certificate that is furnished every buyer of automobile insurance from our members. This certificate assures the holder the same good service in Maine or California he will get from the agent issuing the policy. Considering there are 11,000 members throughout the country willing and anxious to serve the client of an Indiana agent the value of this certificate will be appreciated. We also have



CLYDE B. SMITH
Chairman Executive Committee National Association of Insurance Agents

gotten out an accounting system whereby a member knows from day to day just what his financial standing is.

Association Active in Fire Prevention Work

Our association has been very active in fire prevention work, cooperating with the National Board of Fire Underwriters and working through chambers of commerce and other civic bodies. How well this work has been done is shown by the figures recently published showing a very remarkable decrease in the fire loss of 1928. Joseph W. Stickney of Indianapolis is chairman of our fire prevention committee and we expect even better results in 1929. These are just a few of the things our association is doing for its members; no doubt the life agents' association is doing as much. With this in mind, can there be any doubt as to the value of organization?

In these days of rapidly changing economic conditions these men engaged in the insurance business must be made to realize that their business is no exception.

The one who does not go forward and keep pace with these changes is bound to find himself playing a losing game. There are many in this room who remember the days when policies were much the size of a newspaper and were written by hand, when the casualty business was in its infancy and the man who had anything more than a fraternal life policy was a rarity. Methods in our business have undergone such a transformation during the past two or three decades that we can but wonder if the next twenty years will bring about as many changes as the last.

I have never been classed as a pessimist, yet I can not but think that if we are to hand down to posterity this business that we have taken so many years in building we must have even more cooperation than in the past. Cooperation is a wonderful thing when all parties at interest are willing to cooperate. It is self-evident that if the full benefits are to be gained we must all, and by all I mean companies and agents, be more than willing to forego some personal gain for the good of the business in general. No one agency nor no one company can write all of the business; therefore, why not try and get the viewpoint of the other fellow. We hear a whole lot of conversation about rules of business, codes of ethics if you please; all that is needed is the Golden Rule. The other company and the other agent have equal rights with us and we can expect no more from them than we are willing to grant.

Organize Local Bodies for Insurance Men

Therefore, for the good of the insurance business in this great state of Indiana let me urge that where they do not already exist, you proceed to organize local boards for the fire and casualty agents, local organizations for the life agents, and field clubs for the various groups of companies in each line of insurance.

Not only is this for your personal gain, but that you may become better acquainted with your competitor. You can collectively better devise service for your clientele and in this way help to maintain this business of ours in its proper place in the commerce of the nation.

H. K. Dickinson, assistant western manager of the Fire Association group, represented his companies at the convention. Last year John M. Thomas, vice-president of the Fire Association, was one of the principal speakers.

A. R. Monroe, for many years assistant western manager of the Queen, and, until he retired some years ago, the president of the Newark, was in evidence at the "Home Comers" luncheon. Since his retirement from active business life Mr. Monroe has made his residence in Indianapolis.

Officers of the **South Bend Association of Life Underwriters** announced that at the regular meeting of the organization, to be held Feb. 22, they will invite insurance publishers to make a special display of their services and publications.

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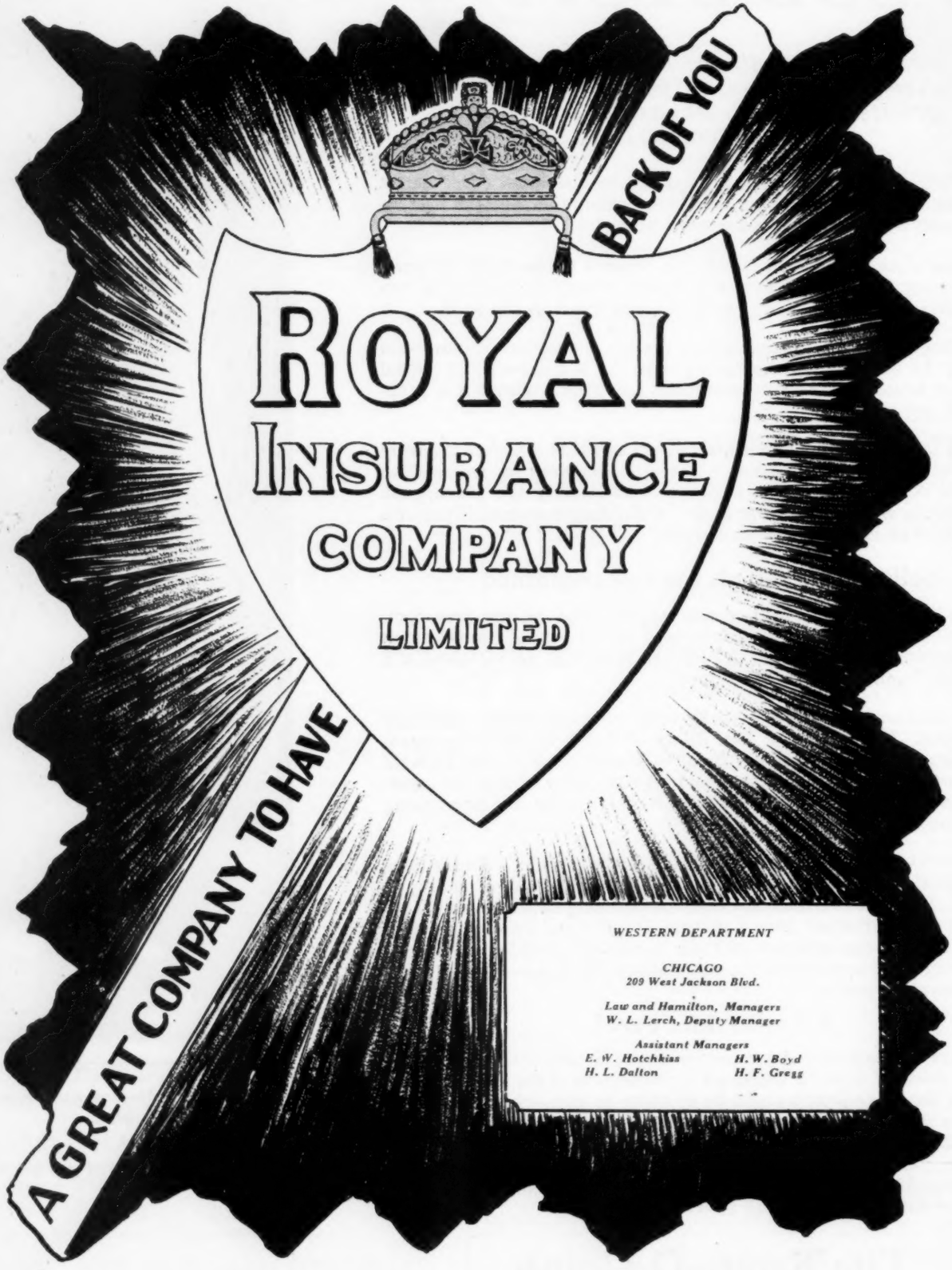
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